



# GLOBALLY RESPONSIBLE

Edition 2023



Global Products Group







## LET'S TAKE CARE

*"You don't have to see the whole staircase, just take the first step."*

*~ Martin Luther King Jr.*

# FOREWORD

The world around us is changing at a rapid pace and making many waves. And while it may frighten many others, it actually motivates me to tackle my role and makes me stronger than ever. I don't believe I, or we, can change the world, but we can do our best to at least take those first few steps.

As Global Products Group, we therefore take responsibility, we want to add value and work towards a better world. A world free from discrimination and injustice, and where people live consciously with consideration for humanity, animals and nature. In this issue, you will find our story and motivation. Intended to inspire others to do the same, within their own space and resources of course. So that together we can successfully expand the proverbial oil slick and make the world just a little bit better, healthier, more beautiful and sustainable.

**Peter Biemans**

Owner of Global Products Group

A handwritten signature in black ink, appearing to read 'Peter Biemans', is written on a white background.

## Our inspiration

The fractal, a geometric figure that is uniform. Discovered in 1975 by mathematician Benoît Mandelbrot. Constructed from parts more or less similar to the figure itself. Featuring an infinite amount of detail. At first sight chaotic, but extremely structured in actual fact. Think of the leaf of a tree, the way a school of fish swims, the fluff of a dandelion or a seemingly 'simple' shell. Behind every fractal is an equation. Behind every story, a motivation. One that we want to promote worldwide.





OUR  
STORY

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# SUSTAINABLE REMEMBRANCE

## WHO WE ARE

Of course, this issue is not about us, but about the world around us, and we want to take responsibility in this. With the products we supply, the projects we realise and the initiatives we support. But especially with our people, working at the three companies that collectively operate under the banner 'Global Products Group'.

### Funeral Products

Keeping the memory alive

Offering bereaved families a unique and lasting memory is what we strive for every day at Funeral Products. A remembrance that feels right, that fits the spirit of the times and knows how to characterise a loved one like no other. Innovation is at the heart of this. In order to best respond to the changing needs of the market. We listen, think and work closely with the industry. Constantly looking for new techniques, materials and opportunities to keep that special memory alive.



[uk.funeralproducts.eu](http://uk.funeralproducts.eu)

### Funeral Projects

A new way to remember

Funeral Projects offers innovative, modern and personalised solutions for setting up memorial sites. An innovative redesign of the traditional columbarium, for example, which has now also found its way into sports stadiums worldwide. But also unique, fully personalised memorial columns or works of art as garden ornaments. Because the memorial projects and products offered feature a modular basis, the possibilities are endless. As a result, a custom design of your own is achieved, no matter how big or small the location.



[www.funeralprojects.com](http://www.funeralprojects.com)

### Atlantis Memorials

Pioneers in memorial jewellery

Around the year 2000, the Dutch company Atlantis Memorials was one of the first to enter the memorial jewellery market. And set the tone with subtly designed ash jewellery, in which a symbolic amount of ashes could be carried unobtrusively. Now, some 20 years later, the company is part of the Global Products Group and perfect workmanship with an eye for design and detail is still at its core. Moreover, all memorial jewellery is still made by hand; pure craftsmanship and using first-class materials.



[www.atlantismemorials.eu](http://www.atlantismemorials.eu)





# OUR VALUES

## Innovating together

Continuous improvement is at the core of our organisation. Therefore, we are constantly looking at what can be done better, faster and more sustainably. Which (business) processes can we implement more efficiently? With the same (or even fewer) resources, how can we get more done? And how do we ensure that working with the Global Products Group is a pleasure? Working smarter increases productivity and our performance, serves our clients even better, and creates more job satisfaction and commitment among our staff.

We also use this mindset within our own network. Thus, together with our suppliers and customers, we are constantly looking for new products, techniques, materials, solutions and opportunities. Standing still is simply going backwards. By continuing to invest in ideas and processes, we can develop continuously, with gains in all areas.

## Honesty as a basis

Corporate sustainability is expressed in various ways within the Global Products Group. Within the walls of the factories, but especially out there too. From the choice of raw materials and the use of new energy, through safe and fair production processes to the supply of bio-based products.

Moreover, by working only on the basis of long-term relationships, we build a relationship of trust within our network. And we also expect the same commitment and quality from our suppliers and subcontractors. For example, our Code of Conduct is not a nice-to-have, but a must, and acting in accordance with the Modern Slavery Statement is something we take for granted. We personally ensure that our products are not only of high-quality product-wise but also produced under safe and fair conditions. And all this, of course, chain-wide.



## A better world

As Global Products Group, we take our responsibility. And that goes beyond just our core business. After all, we have the people, resources and capabilities to make great things possible. From supporting small local initiatives to lending a warm heart to national and even global social initiatives.

Financially, of course, but also with the deployment of support services and media coverage, for example. Moreover, because we have built up a broad network over all the years of our existence, we also see it as our task to successfully connect people, projects and initiatives. For example, our accountant works on a non-profit basis for several foundations that we have associated with our company. And a number of our freelancers are working selflessly to promote those same charities.



# ONE UNIVERSAL STARTING POINT

*"One must travel to learn."*  
~ Mark Twain









OUR  
HISTORY



2005

**FOUNDATION**

An entrepreneur looking for his new challenge, Peter Biemans founded the Global Products Group. Not yet knowing exactly what this move will look like, he does know what he wants with his new company: to make an impact in the world.

Whether it is creating jobs, solving problems or making a difference in society. Entrepreneurship has the power to bring about positive change.



2006

**FUNERAL PRODUCTS**

Peter is confronted twice with the death of someone close to him. When discussing the destination of the ashes, the choices were very limited: urn 1 or urn 2, both at very high prices.

It was precisely this limitation of options that ultimately gave birth to Funeral Products.



2007

**SALES IN THE NETHERLANDS**

While searching for a wider range and suitable suppliers, the first Funeral Products urns are sold to funeral directors in the Netherlands.



2008

**INTERNATIONAL**

Funeral Products produces and supplies memorial items with a high level of quality at both the product level and in terms of working conditions and terms of employment.

The word spreads fast and the first international customers order from Funeral Products.



2010

**FIRST CATALOGUE**

The first Funeral Products catalogue is printed. A simple reference book that funeral specialists can give to families in their search for a suitable memorial product.



2008

**PET PRODUCTS**

A pet is part of the family, so its loss often has a big impact on its owners. It was therefore a logical step for Funeral Products to expand its collection to include pet urns in different shapes, sizes and materials.



2017

**MANAGING DIRECTOR UNITED KINGDOM**

To secure its position in the UK following *Brexit*, Funeral Products switches to a Managing Director. This native speaker lives in the capital London, allowing him to move faster and keep lines of communication short.



2011

**MANAGING DIRECTOR SPAIN**

To better serve Spanish funeral directors' needs and wishes, Funeral Products adds a Managing Director Spain to the team. Based in Madrid, it allows for even faster and more effective communication.



2012

**PARTNERSHIP ATLANTIS MEMORIALS**

Funeral Products launches its partnership with Atlantis Memorials. Memorial jewellery that not only beautifully complements the collection, but also expresses a special collaboration between two like-minded organisations that value fair trade.



2012

**THAI CHILD DEVELOPMENT FOUNDATION**

Atlantis Memorials' factory in Thailand operates under good and fair working conditions, production is naturally free of child labour and contributes directly to local living conditions.

This also marked an important step towards supporting the Thai Child Development Foundation, one of the Global Products Group's five pillars.



**The years in a nutshell**

Where you come from partly determines who you are, and that story starts with us in 2005 with the establishment of the Global Products Group.

This is based on the desire to make an impact through entrepreneurship. A sustainable foundation was created that now extends so much further than mere registration in the Trade Register.



2019

### FP-ORIGINALS

Funeral Products introduces Celest urns, the first product line from the FP-Originals collection. A patented, special collection featuring only products sketched, designed and produced by Funeral Products itself in collaboration with its own designers.



2019

### ACQUISITION OF ATLANTIS MEMORIALS

Global Products Group further expands its product range and operations with the acquisition of Atlantis Memorials commemorative jewellery, a partner with whom Global Products Group has been working for some time.

A logical strategic next step, as GPG had been responsible for a substantial part of Atlantis' sales for some time.



2019

### GREENLEAVE APPROVED LABEL

Dutch foundation GreenLeave focuses on making sustainable, green funerals more accessible and tests funeral products against strict sustainability criteria.

This year, Funeral Products successfully had its first organic products rated by GreenLeave. With success, as several products now carry the GreenLeave Approved label.



2020

### CODE OF CONDUCT

Saying you are doing a good job is one thing, making it transparent and visible is quite another. Still searching for how the Global Products Group can make CSR demonstrable, the company takes a first step through its Code of Conduct.

A code of conduct that provides guidelines to operate under high legal and ethical standards. And applicable to all employees, agents, distributors, producers and consultants with whom Global Products Group works.



2020

### SUPPLIER ANALYSIS

During the roll-out of the Code of Conduct process, Global Products Group had to say goodbye to a number of suppliers who did not want to move or comply with the new code of conduct. Not an easy decision, but one that was needed to drive continuous improvement.



2020

### THE FIRST STEP

In the search for tools to provide insight into sustainable business practices, the Global Products Group came across the CSR Performance Ladder.

A certification standard that objectively demonstrates Corporate Social Responsibility performance. The groundwork is laid to work towards a certification audit two years later.



2023

### SUSTAINABLE ENTREPRENEURSHIP

Outlining frameworks, documenting processes and set objectives. All to uniformly implement the sustainability standard according to the CSR Performance Ladder within the Global Products Group companies.

Translated into a Digital Management System, tested through a two-and-a-half-day audit. Conclusion: level 3 certification and nice development points to further expand this standard in the coming years.



### Eventful years ...

To look back at with pride, usually with a smile, sometimes with a few tears. But our story doesn't stop here. In fact: it is just now really starting to get its shape and content.

Keep on reading to see what else we have to say.



# THE DRIVING FORCE



# OUR PEOPLE

People are the strength of the Global Products Group and its subsidiaries. The people who work for us, the partners we work with and those we work for. Each from their own strength and with their own story, but together as one. And above all in line with our shared vision to work together on what feels good and what is good.







SHOW,  
DON'T TELL

# OUR CSR POLICY

Of course, it is easy to exclaim that you are being responsible as a company. That you are mindful of our planet and the people and animals that live on it, that your sustainability policy goes beyond double-sided printing and waste separation. We prefer to make what we promise concretely visible and we have translated our promises into the Code of Conduct and the first steps on the CSR Performance Ladder.

## The how, what and why of CSR

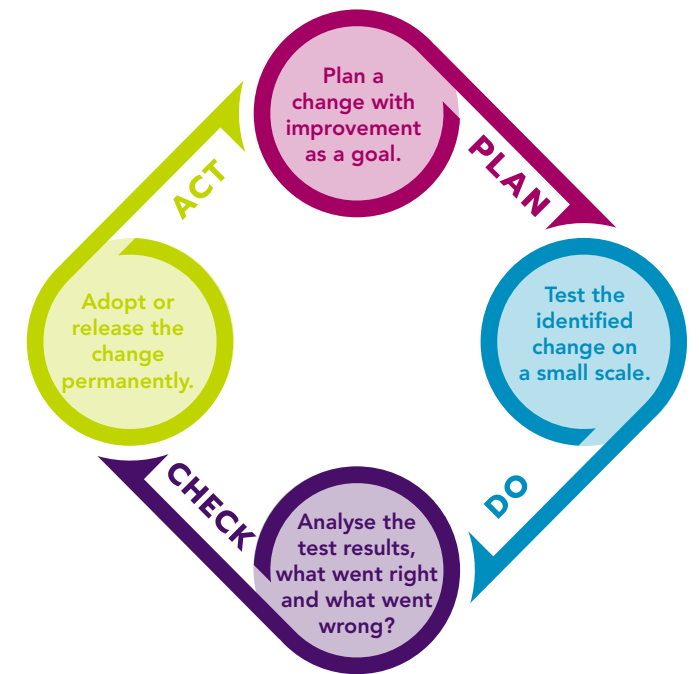
Corporate Social Responsibility (CSR) as a term has different definitions, however, they are always basically the same. We have chosen to adopt the definition of both CSR Netherlands<sup>1</sup> and the Social and Economic Council (SEC)<sup>2</sup>:

*'Consciously focusing on value creation in the elements People (humanity), Planet (environment) and Profit (society) and thereby adding long-term value to social prosperity.'*

## Targeted tools

This definition is the basis of the Global Products Group's CSR policy, or how we deal with business processes that have a social or environmental impact. The policy is implemented and ensured through the 'Deming circle'<sup>3</sup>. This quality circle gives us the tools to operate with a focus on both results and continuous improvement. This by means of the four activities: **Plan, Do, Check and Act**.

This circle is continuously rotated. There are always activities that can be further optimised: the principle of continuous improvement.



## What is the CSR Performance Ladder?

The CSR Performance Ladder<sup>4</sup> is a certification standard that objectively demonstrates the performance of Corporate Social Responsibility. The standard enables continuous development of 31 CSR themes through a management system and in consultation with stakeholders. The certificate solidifies sustainable developments and corporate social responsibility.

The CSR Performance Ladder is inspired by internationally accepted documents, such as ISO 26000, ISO 9001:2015, AA1000 and the Global Report Initiative (GRI). For example, an ISO 26000 has no management system, making it unsuitable for certification. As a management system with its requirements and certification standard, the CSR Performance Ladder is indeed suitable and serves as a certification for this kind of similar standard.

Through the CSR Performance Ladder certificate, no doubt or discussion is needed between the Global Products Group and its business relations. The certification provides insight and removes any doubts or questions regarding CSR.

<sup>1</sup> MVO Nederland, <https://www.mvonederland.nl/en>

<sup>2</sup> Sociaal-Economische Raad, <https://www.ser.nl/en>

<sup>3</sup> The W. Edwards Deming Institute, <https://deming.org/explore/pdsa/>

<sup>4</sup> CSR Performance Ladder, <https://www.mvoprestatieladder.nl/en>



# CSR MOTIVES

## 17 goals to improve the world

The 31 themes of the CSR Performance Ladder are linked to the 17 well-known Sustainable Development Goals (SDGs)<sup>5</sup>. Created on the basis of global input from both organisations and citizens, these goals provide a global compass for challenges such as poverty, education and the climate crisis. They were drawn up by all 196 countries that are members of the United Nations.



## Concrete targets

To make each goal even more concrete and insightful, behind the SDGs are 169 so-called targets. This makes it immediately clear to the Global Products Group what contribution the company is making to the various SDGs. Thanks to the CSR Performance Ladder, we have tools to concretise and systematically manage our sustainable developments, corporate social responsibility and related objectives.

## Step by step

To achieve certification, Global Products Group had to evaluate its CSR performance and the effectiveness of its CSR management system. This needed to be done through an audit by an independent, objective party, for which DNV was engaged.

This independent risk management service provider is the world's leading certification body in risk management and quality assurance. The choice of this strong, international institution was a deliberate one. Not the easiest path perhaps, but the one with the most results.

**We are proud to announce that Global Products Group has achieved its CSR Performance Ladder certification in line with the requirements of performance level 3.**

This certificate (no. **C588645**) is valid for 3 years. Within these 3 years, we will deploy further development towards certification at performance level 4.

## Scope Level 3:

- Policy and objectives set for the material and relevant themes.
- Objectives are at least at the level of the industry average.
- CSR core values and business principles defined and implemented
- Relationship with customers, staff, local residents, industry associations and suppliers.



"A seven surrounds itself with sixes to make sure it compares favorably. But a nine always looks for a ten because they aren't afraid. They know they're good and want to get better."

~ Johan Crujff

<sup>5</sup> United Nations, <https://sdgs.un.org/goals>





PROUD  
OF FIRST  
RESULTS

# RESULTS 2022

Every beginning is difficult. The preparations and groundwork to register for certification for our companies took two years. Activities, work and agreements needed to be documented to provide a solid foundation towards a management system according to the CSR Performance Ladder. This was achieved in 2022.

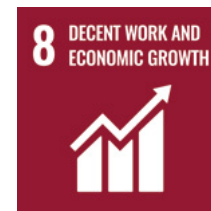
**Core values as a common thread.** The business principles of the Global Products Group and its underlying organisations stem from the ideas of owner Peter Biemans. Core values that form the common thread from day one and are woven into the corporate culture. Despite these being clear within the organisation, it was important to actually identify, describe and document them. We were also able to tick this off in 2022.



## 1. No poverty

- Ensure customer privacy

**Customer data** is very sensitive. We realise that information regarding our clients needs to be handled securely. In 2022, we updated the privacy statements of our underlying companies so that they are once again complete and up to date. The Privacy Statement explains in detail how personal data is handled and processed, all in accordance with the legal bases of the AVG. Global Products Group's websites on which purchases can be made have an SSL certificate. This digital certificate guarantees that transactions on the website are secure.



## 8. Decent work and economic growth

- Establish policy regarding child labour
- Establish policy regarding forced and compulsory labour

**Child labour**, a term that almost naturally evokes resistance. According to Amnesty International, we speak of child labour when children who are too young perform dangerous, unhealthy or forced work. Or when work robs their time and right to education. Important in this is to note that there is a difference between child labour and so-called 'child work', where children from a certain minimum age are allowed to do light and safe work, as long as the number of hours does not limit their schooling. Perhaps unimaginable at first, but in several countries, it is only common to contribute to family maintenance at the age of 15. This is as long as it is done under the aforementioned preconditions.

The same applies to modern **slavery**: forced labour in poor, inhuman conditions for little or no pay. Practices diametrically opposed to the Global Products Group's motives.

To eliminate both from our chain, in 2022 we drafted and established the Code of Conduct and the Modern Slavery Statement, which reflect the Global Products Group policy regarding these aspects. We will share these documents with our suppliers in the future so that our corporate network is aware of the Global Products Group's code of conduct. By signing these documents, we can ensure that our suppliers and/or partners operate ethically.





PROUD  
OF FIRST  
RESULTS

# RESULTS 2022



## 8. Decent work and economic growth (continued)

- Support for social initiatives
- 40% of suppliers of organic products are GreenLeave certified

**Social commitment** is at the heart of the Global Products Group. We firmly believe that good deeds have a positive ripple effect. We thus contribute our bit to various initiatives, whether they have a regional, national or global orientation. This support comes in different forms. Simply financially, but also through support services or by offering foundations a platform where they can showcase their great actions, campaigns and ideas to the rest of our business network.

We also provided them with the necessary support in 2022, and this trend will continue unabated in the coming years. Which social initiatives the Global Products Group supports, among other things, can be found in this edition of the CSR annual report.

By 2022, the Global Products Group had 25 different suppliers, including five providers of **organic products**. The collections of 2 of these suppliers have gone through the certification process, representing 40%. In total, 60% of the 35 products are currently GreenLeave labelled and marked as fully biodegradable. Several products were added to the collection in 2022, which have not yet been tested against the GreenLeave<sup>6</sup> sustainability criteria. Of course, this is on the cards.

GreenLeave is a consortium of Dutch funeral directors committed to making **sustainable funerals** easier and more accessible. An average funeral is very taxing on the environment. With the aim of making funerals more sustainable, GreenLeave assesses products and services based on various criteria. Items or activities judged to be 'sustainable' are given the GreenLeave seal of approval.



## 11. Sustainable cities and communities

- 50% of suppliers are localised within Europe

Global Products Group believes it is important to make a positive contribution to both the **local economy and the community**. To maintain better control over the supply of products and services, we aim to have suppliers close to home, provided the quality and prices are market-based. This keeps delivery times shorter, transport emissions lower and, in doing so, we support the local economy.

By 2022, the Global Products Group has set a target of working with at least 50% European suppliers. At the end of last year, the various Global Products Group companies together had 25 different suppliers, 17 of which are localised within Europe. As of 2022, there are 68% European suppliers within the Global Products Group.

<sup>6</sup> GreenLeave, <https://greenleave.nu/>





PROUD  
OF FIRST  
RESULTS

# RESULTS 2022



## 16. Peace, justice and strong institutions

- Establish policy around environmental impacts of suppliers

As a company, Global Products Group recognises its responsibility to **protect the environment**. This on behalf of our stakeholders, customers, employees and the communities in which we operate. Within continuous environmental improvement, we depend on the commitment and engagement of our business partners. We expect our suppliers to actively participate in our environmental policy.

To ensure this, the Global Products Group drafted and laid down an environmental policy in the Suppliers Environmental Code in 2022. In the future, we will share this document with all our suppliers so that together we can continue to improve our knowledge in sustainable production methods and continuously strengthen our environmental policy.





LOOKING TO  
THE FUTURE

# OBJECTIVES 2023

We remain ambitious. Therefore, we set new targets for each calendar year, linked to Global Products Group's vision and the expectations of our network. As a result, we are making meaningful progress and taking further steps within our CSR policy.

We cannot and do not want to achieve our CSR objectives alone. Engaging in **dialogue** at least twice a year with our **significant stakeholders**, consisting of customers, suppliers, industry associations and, of course, our employees, keeps us well informed of the current status per objective. Supplemented by any advice or expertise on how we can take further follow-up steps for optimal results. Thus, as a business chain, we all actively work together and create a sustainable policy with lasting working relationships.

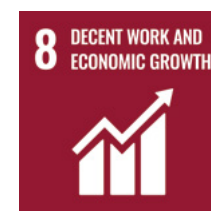


## 3. Good health and well-being

- Health and safety for employees
- Health and safety of consumers

The people of the Global Products Group are the driving force behind the company, and it is therefore also important that our employees can carry out their work in a **healthy and safe working environment**. To identify improvement opportunities, a so-called zero point should first be determined. A starting point that outlines the current situation. To get a clear overview of this, we are conducting a Risk Inventory and Evaluation (RI&E) through an external safety consultant this year. In addition to the RI&E, an Action Plan follows. This indicates for each open risk what measures should be taken, linked to a representative within the company.

The products we supply are hugely diverse in terms of design, material and purpose. The laws and regulations of each country, combined with the use by the buyer or end consumer, determine whether the set requirements are ultimately met. The collection we offer always includes items and related applications that meet established standards. Often, the choice of how to deal with this still lies with the buyer. The products supplied by Global Products Group comply with the standards set out in the Commodities Act and Foreign Trade Legislation, among others. The information to customers for correct use and application is designed by means of user guides in instruction films. For the coming year, we have set the goal of making these videos directly available by product group through the websites of the various Global Products Group companies.



## 8. Decent work and economic growth

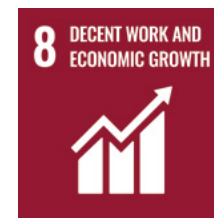
- Realisation of social facilities
- Appointing a confidential advisor

As mentioned, we as Global Products Group believe that people make the organisation. Therefore, we believe it is important that our employees are both physically and mentally healthy and can work in a safe environment. This is how we motivate a healthy lifestyle through **additional social amenities**: offering a lease plan for a bicycle and making fruit available during working hours are concrete initiatives we will realise for our employees in 2023.

A **confidential advisor** is appointed within our organisation. In addition, behaviour and manners for employees are laid down so that everyone feels safe and secure in the workplace.



# OBJECTIVES 2023



## 8. Decent work and economic growth (continued)

- Reduce child labour at suppliers in high-risk countries
- Reduce forced labour at suppliers in high-risk countries
- 70% of suppliers are localised within Europe

We value fair and safe working environments not only within, but also outside the organisation. As Global Products Group, we work with local, national and international suppliers at product and service levels. In this, we see no room for modern slavery. To ensure the same, by 2023 we want all suppliers from high-risk countries to have read and signed the Global Products Group Code of Conduct and the Modern Slavery Statement. Which country is a high-risk country was determined through the CSR Risk Checker<sup>7</sup>, which was developed by MVO Netherlands. This tool clarifies which risks relate to which selected country. We first focus on the countries that have 'Forced Labour & Human Trafficking' and 'Child Labour' as country risks and where these issues will therefore be most critical.

Finally, the Global Products Group attaches great importance to boosting the local economy. This from both a **social interest** and an **ecological interest**. If the situation allows it, our preference is for suppliers based within Europe. By doing so, we keep transport miles low, delivery times shorter and deliver a positive impact to the local community. To intensify this further, our aim is to work with at least 70% European suppliers by 2023.



## 12. Responsible consumption and production

- Waste reduction
- Reduction of residual memorial products

From the Global Products Group, we continuously work on responsible handling in both the use and production of goods and resources. Here, we focus on reducing waste through prevention, reduction and recycling. By 2023, Global Products Group plans to further intensify the **separation** of its **waste**. Thus, waste in the form of coffee cups, paper, cardboard, plastic packaging and drinking cartons will be separated from residual waste. Within the logistics department, packaging waste is further separated into different grades of plastic, all of which are processed by Van Happen waste processor.

Items may have no commercial value if they are rejected based on a defect, damage or deviation from the base model. However, this does not necessarily mean that these items have to be disposed of as residual waste. Several suppliers can still repair or reuse products, and other materials are still easily recyclable. In order to convert these **waste flows** a base should first be established for each product group so that the Global Products Group can link specific targets to it in the future.

LOOKING TO  
THE FUTURE

<sup>7</sup> CSR Risk Check, <https://www.mvorisicochecker.nl/en/worldmap>



# OBJECTIVES 2023



## 12. Responsible consumption and production (continued)

- Alternative packaging for outbound deliveries
- Statements of intent by significant stakeholders and the evidence thereof
- Ensuring advertising code of practice in advertising statements

As Global Products Group, we understand the huge importance of adequately, quickly and correctly shipping products on behalf of the funeral industry. To properly ship emotional products, strong and solid packaging material is needed. By 2023, the Global Products Group will explore **sustainable substitutes** for plastic filler with regard to outbound parcels. This through the use of recycled plastic or biodegradable filling material.

We also like to get our own network thinking: how sustainably do we operate as a company? What and how do we ensure this and how do we apply it in practice? Questions we asked our significant stakeholders, the main interested parties, for self-reflection. Not to point a finger but for awareness to inspire together and create a wave of change. With these parties, the core of the GPG network, we will share our **statements of intent**, written out in the documents: Code of Conduct, Modern Slavery Statement and Environmental Code. This allows us all to operate from a single shared vision and foundation. In addition, we want to receive a written agreement from all these parties in 2023 regarding these statements of intent. This is because only with dedication and commitment can a sustainable policy be meaningful.

Building on that, the Global Products Group will draw up a plan of action to achieve uniform **evidence**. A method in which it is tested whether the conditions set out in the declarations of intent are also complied with.

Honesty as a foundation. One of the three corporate values that the Global Products Group acts on and aligns its policies with. A certain integrity that flows through to all our businesses and ensures our reliability and credibility. Therefore, in 2023, we will continue to ensure that Global Products Group companies' **advertisements** will **not** be **misleading**, hurtful, or contrary to the truth. To ensure this, we will observe the regulations of the Advertising Code Foundation<sup>8</sup> while designing, realising and carrying out any form of advertising.

LOOKING TO  
THE FUTURE

<sup>8</sup> Stichting Reclame Code, <https://www.reclamecode.nl/english/>



# OBJECTIVES 2023



## 12. Responsible consumption and production (continued)

- Draw up plan of action Life cycle analysis
- Apply Life Cycle Analysis to 3 suppliers
- Energy savings of 2% among employees

As a company, we recognise and take responsibility for protecting the environment. Not only on our own behalf, but also on behalf of our employees, customers and communities in which we operate. We also realise that the process of continuous environmental improvement is linked to the commitment of our business partners. Global Products Group's environmental policy is therefore shaped within our Environmental Code. We don't stop there, however. After all, how environmentally friendly are our products really? Measuring the environmental impact of Global Products Group articles is a complex process, in which numerous factors need to be considered. To establish a basis for this, in 2023 we will write a plan of action for a **Life Cycle Assessment (LCA)** for each product level. This will allow us to clearly map the environmental impact of our collection in the future. We initially limit these to a cycle from production to waste disposal. Both to keep the focus on the key point of the cycle and to stay within the scope of level 3 of the CSR Performance Ladder. In addition, our intentions are to draw up the LCA of three different suppliers before the end of 2023, so that we can also realise a concrete start to this major project.

Shutting down the computer, switching off the lights, turning off the heating or, in summer, turning off the air conditioning; all things that are a matter of course, but may not be carried out after a long working day. By 2022, the Global Products Group mapped its **energy consumption** within its premises in terms of gas, water and electricity. Values which are all at, or even below, average usage. Despite this observation, we as a company still see room for further improvement. On the one hand by raising awareness among staff, but also by investing in energy-saving solutions for the benefit of business premises. By 2023, we aim to achieve 2% energy savings compared to 2022 by further exploring and developing the above options.



## 13. Climate Action

- CO<sub>2</sub> reduction for inbound deliveries

Global Products Group is aware of the impact of climate change. As such, in recent years we have tried to integrate measures within our strategies and planning each time. Examples include clustering orders, reusing packaging materials and manufacturing from virgin raw materials.

In order to take concrete steps in the future in terms of reducing or offsetting our **CO<sub>2</sub> footprint**, in 2023 we will map fixed transport routes and convert them into its CO<sub>2</sub> emissions. Thus, Global Products Group's emissions become measurable and insightful in the service of inbound deliveries, making a zero point obtainable.

LOOKING TO  
THE FUTURE





LOOKING TO  
THE FUTURE

# OBJECTIVES 2023



## 16. Peace, justice and strong institutions

- Respecting the rights of the local population
- Countering corruption
- Communication CSR policy

As indicated, the Global Products Group is committed to a fair and safe working environment. Both within our own company and with affiliated suppliers. Through the Global Products Group's **Environmental Code**, we protect the local population regarding our suppliers' production sites. In this, we focus first on the most critical high-risk countries from the CSR Risk Checker<sup>9</sup>. This distinguishes us from those suppliers who have classified 'Environment & Surroundings' as a country risk.

Without peace, security and justice, almost no development is possible. Corruption plays an important role in this. Within our **Code of Conduct**, a specific section is dedicated to corruption and bribery. This is to prevent such practices within the Global Products Group network. To identify within which countries in the world corruption is a major problem, Transparency International's 'Corruption Perceptions Index' was consulted. A global movement working to end injustice and corruption. This year, we want to ensure that suppliers in countries with a CPI score<sup>10</sup> of lower than 60 read, understand and sign the Code of Conduct to prevent these kinds of acts and actions within our corporate network. Thus, together within the entire chain, we create a positive ripple effect.

With this edition of the Global Products Group **CSR Annual Report**, we are literally turning over a new leaf in 2023. The previous chapters have outlined and provided insights into the CSR policy we have adopted. In this, the CSR Performance Ladder gives us the tools to implement a concrete, sustainable policy. This gives us the perfect opportunity to be a leader in CSR in the funeral industry. The intention is to present the CSR report annually. As new developments occur, the information on our website will be updated.

<sup>9</sup> CSR Risk Check, <https://www.mvorisicochecker.nl/en/worldmap>  
<sup>10</sup> Transparency International, <https://www.transparency.org/en/cpi/2022>





# SOCIAL INITIATIVES

*As Global Products Group, we not only take a critical look at our own role in the world, but we like to go the extra mile. Thus, we support various local, national and global social initiatives and support them in various ways. Financially, for example, but also with deployment of support services and media coverage of the wonderful things they in turn do for the world.*





# GIVE UNDERPRIVILEGED CHILDREN A CHANCE

*"I don't believe we can change the world, but for the children we help, we make a world of difference."*

~ Rosalie Tiegies



## THAI CHILD DEVELOPMENT FOUNDATION

We travel to Thailand. To Paksong to be precise. A rural community amid the rainforest in the hills of Phato, near the Thai coastal town of Ranong. From there, Rosalie Tiegies, Ingrid van der Straten and countless local volunteers take care of hundreds of children outside the available care and education system, and help them with scholarships, school uniforms, lunch money, surgeries, physiotherapy, tube feeding, numerous educational programmes or whatever is needed. They often involve children with disabilities or socio-economic problems.

### Love knows no boundaries

"About 20 years ago, I was sent to Thailand as a volunteer," says Rosalie, founder of the Thai Child Development Foundation (TCDF), "and got to work on numerous wonderful projects. It was incredibly rewarding work, but I often found that things could be different. Moreover, not only had I fallen in love with the country and its people, but a certain person had also stolen my heart. Reason enough to stay, so together with support from Ingrid and some Thai volunteers, I started the foundation. Because although Thailand is developing at a rapid pace, rural opportunities are mostly limited."

### What exactly does the TCDF do?

TCDF supports children with physical limitations, developmental or learning disabilities, as well as children growing up in extreme poverty or facing social problems. "The local teachers in the village schools are our eyes and ears," says Rosalie. "They signal it when a child, for example, does not come to school, does not have food with him or has bruises. When such a report comes in, one of our home care staff will go out and work in close consultation with local village leaders and parents or carers to see how we can provide tailored help. This could be support in the form of study help, but also medical care or temporary accommodation with someone else within the family or local community."

### From poverty to university

The foundation prefers not to remove the children from their homes and instead makes every effort to let them grow up in their own environment. In all these years, there has been only one exception to that rule at the very beginning. Rosalie: "Through a monk, I was made aware of Dau aged two and her younger sister. The mother had been out of the picture for some time and the father had been given a life sentence and was wanted. So a dire situation, especially as the children were considerably neglected. Since we did not have our strong networks in the villages back then and could not find a

foster family, I then took them in and took them into my heart. We have gradually rebuilt contact with the mother over the years into co-parenting with me. Meanwhile, Dau turned 19, had the highest mark in the class during her graduation and started studying Maritime Business at university. That makes me so immensely proud!"

### How can you support TCDF?

Donations are of course always welcome and even a small amount can really make a substantial difference to a child in Thailand. The foundation is also always looking for volunteers to get involved on location or from home (online). Last but not least, the foundation rents out holiday homes by the river. Besides the beautiful nature and gardens, secluded beaches and national marine parks are a stone's throw away. There are also numerous activities and day trips organised, a restaurant, a shop, and daily yoga and other workshops. All proceeds flow back to the school for children with learning disabilities and vocational training for young people with disabilities. And so the foundation can create fair jobs again for young people with disabilities in the future. Holidays for charity as it were, but without the terrible orphanage tourism.







# EVERYONE A HEALTHY HEART

*"You don't need to chew on a carrot 24 hours a day to be healthy, but it is important to know what to look out for and what to do."*

~ Tessa Tertsch



# HEART FOUNDATION

6 minutes. So what is 6 minutes? It is the time for a fairytale ride on the 'Droomvlucht' in the Efteling. A train journey from Amsterdam Central to Sloterdijk station, and the duration of Bohemian Rhapsody. But it is especially time that is crucial in a cardiac arrest, stroke or heart attack. Because by starting CPR and/or deploying an AED within that paltry 6 minutes, the chances of survival are significantly increased.

In the Netherlands, there are around 1.5 million people with chronic cardiovascular disease. If we do not act, half a million heart patients will be added in the next 10 years. Founded in 1964, the Heart Foundation aims to outsmart cardiovascular disease in the future and stop its growth.

## Heart for the Cause

One of the ways to support the Heart Foundation in its life-saving work is the Heart for the Cause partnership. "Companies kill a lot of birds with one stone by doing this," says relationship manager Tessa Tertsch. "Indeed, on the one hand, companies are asserting their social commitment. They also show that they want the best for their employees, support them in this and create internal awareness. And as a partner, you can even actually save lives."

## What exactly does Heart for the Cause do?

With a monthly investment of around € 300, as a Heart for the Cause partner you will help keep even more hearts healthy and strong, while inspiring your employees to take good care of their hearts. With a smoke-free work environment and an employee vitality package, for example, with education and events for a heart-healthy lifestyle. With the Personal Health Check and blood pressure meters or on-site blood pressure readings, encouraging employees to learn about their heart and thus the risk of cardiovascular disease. But also with a CPR course for employees and an AED at the company premises, so as citizen responders, they can provide quick assistance when every minute counts.

## Still 39% to go

"Certainly the latter is important," Tessa continues her story. "Currently, 61% of the Netherlands is a covered 6-minute zone. That means that in almost two-thirds of the country, proper cardiac arrest assistance can be provided within those six minutes. For example, in that part of the country, there is an active call system, where after calling 112 through the national CPR call system HartslagNu, messages are

automatically sent to people who can resuscitate and are in the vicinity of the victim, the so-called 'citizen responders'. And are there enough AEDs available and, most importantly, accessible. After all, an AED hanging in the hall of a company or inside the gates of a business premises is of no use outside office hours.

## Everyone a healthy heart

"That is the Heart Foundation's dream. So for more than 55 years, we have invested in research and innovations in prevention and care. But just as important, we believe it is to help Dutch people know their hearts and take good care of their hearts. In this way, we prevent people from becoming heart patients and/or unnecessarily (over)suffering from heart disease," Tessa said.

## How can you support the Heart Foundation?

Become a partner of Heart for the Cause and decide where your donation goes, and of course, any new citizen first responders are also more than welcome, as are AEDs. So do you have a heart for the cause? Find out how you can join and contribute at the [hartstichting.nl/hartvoordezaak](http://hartstichting.nl/hartvoordezaak), because everyone in the world has the right to a healthy heart.







# MAKE A DIFFERENCE WITH HAPPY MOMENTS

*"I had to break my neck to realise what is really important in life and therefore advise others to start doing that a little sooner."*

~ Jaap Bressers



# CARLOS MOMENTS

What started as a refreshing swim on a sunny summer day in Albufeira, ended all alone and in a blind panic in the ICU of a hospital in a complete strange country. It happened to Jaap Bressers. Just 21 years old and a bright future ahead. A future that was ruined with one crack of his neck. A high spinal cord injury was the diagnosis and Jaap became paralysed from the chest down.

What does that have to do with the Carlos moments foundation? "‘Practically everything’,” Jaap adds. "Because then suddenly during the night shift and my umpteenth panic attack, there was Brother Carlos. He assessed the situation well, walked over to me, put his hand on my shoulder and said, ‘It’s okay’. That moment changed my life, and gave me just that push I needed to realise I was still alive."

## There is a Carlos in everyone

Ten years later, Jaap dares to call his lifesaver and thank him. For Carlos, it was just his job, but only then did he realise that that ‘simple gesture’ was vital for Jaap. And with that, Carlos moments became a reality. A foundation dedicated to making a big difference with small gestures, and the great thing is that anyone can do it! Simple and in your own way, because there is a brother Carlos in every person.

## What exactly do Jaap and his foundation do?

What don't they do, is better to ask. Thus, Jaap is now a much sought-after speaker and inspirer. He has set up an inspiration network for entrepreneurs, developed happiness lessons for primary schools and has two successful books to his name, part of the proceeds of which are used to plant trees. He gives away holidays at the Carlos House to those in need and puts heartwarming people in the bright sunshine with flowers and a real care award. He also encourages people to simply make a difference to another person themselves. By sharing wonderful examples through his self-developed special happiness app. Here people share and inspire each other to simple valuable actions. This is how the impact continues to grow.

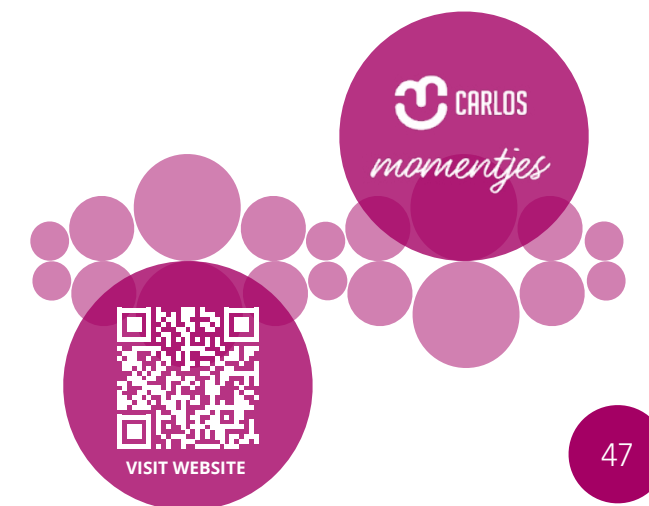
## Doing good multiplies

Superheroes, an app and chilling. Just three examples of happy moments shared on his platform and multiplying. For example, on a sweltering day, Mieke treated the postman to a pink popsicle. Fleur sent an app to a classmate who had lost his grandfather to wish him strength, and window washers now wash the windows of the children's hospital in Utrecht dressed as superheroes, resulting in plenty of happy little faces. Doing good is not that difficult and a small gesture brings much joy. When you consider that negative things require three times more attention than positive ones, you know what to do!

## How can you support Carlos moments?

Although the foundation is not-for-profit, it does have big ambitions and any contribution to that end is more than welcome. All proceeds go to the foundation, and [carlosmoments.nl/ikwilhelpen](http://carlosmoments.nl/ikwilhelpen) lists the possibilities. So be sure to check out the site and find all the information you are looking for.

In addition, what you can also do is give your neighbour, mother, aunt, dentist or postman a happy moment or just simply smile. And be sure to download the free happiness app for the necessary dose of positivity in your life.







# HELP STRAY ANIMALS WORLDWIDE

*"Only the Netherlands and Vatican City have no stray dogs; otherwise, they can be found all over the world in large numbers."*

~ Hanno Berger

## ANIMAL EMERGENCY FOUNDATION

September 2009. Hanno Berger was working as a manager in tourism and was travelling with a large incentive group in Indonesia at the time. Eating together outside on the hotel terrace, they suddenly heard a terrible dog howl. It went through marrow and bone, and Hanno and some others rushed to the scene. What they found there is too gruesome to put on paper here. It was then that something snapped in Hanno.

"Back home in the Netherlands, it kept gnawing at me," Hanno says. "I could not fathom that humanity is capable of inflicting so much suffering on other living creatures. I wanted to do something; dedicate the rest of my life entirely to helping stray animals. But not without consulting my wife Stephanie. She gave me her blessing. However, I did have to promise her that I was going to set up my own foundation to help stray animals structurally without any compensation. "And so it happened. Hanno quit his top job, Stephanie would start earning a living, the car went out the door and from then on, holidays, cinema visits and eating out became a thing of the past."

### From luxury living to other wealth

To gauge the situation, Hanno first visited dozens of local shelters across Europe. From Spain and Portugal to Ukraine and Hungary. Everywhere came one unequivocal answer to his question of where the need was greatest: there was a particular need for sterilisations. Hanno: "Back on home soil, I immediately contacted the faculties of veterinary medicine at the universities in Utrecht and Ghent. Less than six months later, the first students were on their way to help local vets with spaying and neutering. That eventually became 5,000 to 6,000 interventions on an annual basis."

### What is it that Hanno and the many volunteers actually do?

Animal Emergency Foundation rests on three pillars. The first, of course, is spaying and neutering cats and dogs to curb stray animal problems. Secondly, the foundation provides both financial and moral support to strictly selected animal helpers worldwide to provide emergency assistance. For example, for animals that are hit for reasons of cruelty or that are affected in other ways by the cruelty of people or by an accident. The third pillar is education for children, aged 8 to 12, about respect for animals. Especially in Southern and Eastern Europe, the foundation's core team is currently busy with this.

Some of the success stories: Meet Sasha from Serbia. He has more dogs than all the shelters in the Netherlands put together; now more than 800. Above all, these need food, and preferably nutritious food, to improve their resistance. This is much needed with winter temperatures of minus 20°C. An aid campaign for the shelter was already launched in 2020 and is now repeating itself. Just because it is badly needed, and because Sasha's words have stuck with many: "For the first time in the existence of this shelter, not one dog has died of malnutrition this winter ..." That's what we do it for Sasha!

### How can you support the Animal Emergency Foundation?

Actually, it just comes down to euros or dollars and anything the foundation can use to pay for nutritious food, medical care, sterilisations, castrations, shelter and facilities. To make the help more concrete, monthly actions have been created and are listed on the website available in 10 languages. Every donor is mentioned by name (or anonymously), and weekly updates are given for each aid project. Full transparency and 100% for the animals, that's what it's all about. Beautiful right?







# CRUZ ROJA

What began 160 years ago as one man's dream has grown over the past century and a half into the world's largest relief organisation. With nearly 100 million members, volunteers and supporters and branches in 192 countries, the Red Cross helps people in natural disasters, pandemics, conflicts and other emergencies. Spain's Cruz Roja also contributes.

Spain has always been on the front line on humanitarian issues. Not surprisingly, the country was the seventh to sign the first Geneva Convention, drafted in 1864 on the initiative of Red Cross founder Henry Dunant. Six years later, the Cruz Roja came into action for the first time, providing humanitarian aid in the Franco-Prussian war. In 1872, it acted independently for the first time in the Third Carlist War.

## What does the Cruz Roja do?

Although much has changed since the early years, the basic principles are still firmly embedded in the organisation. Humaneness, neutrality, impartiality, independence, voluntarism, unity and generality are central and form the basis of everything the Red Cross does. Whether that is helping with an earthquake, a hurricane or the forest fires that ravaged the country recently. Or to fight poverty, accommodate evacuees, promote equality in the workplace or fight discrimination.

A catchy example of the work is the homegrown assistance in 2012. As a result of the economic crisis, almost 22% of Spaniards lived below the poverty line of less than 630 euros a month. Unemployment also hit hard, leaving some families with no money coming in at all, as they don't know benefits in Spain. Ultimately, the Cruz Roja supported these crisis victims with things like food, clothes, nappies and school supplies. But money was also made available to provide shelter for homeless people and young people with no income.

## 70,000 volunteers, 20 million actions

One of the best-known examples, however, is surely the corona crisis aid. At the beginning of COVID-19, the Red Cross launched an action called 'Plan Cruz Roja RESPONDE' to help affected people worldwide. With the participation of more than 70,000 volunteers and the help of numerous organisations, as many as 20 million actions were undertaken. Actions in vaccination, testing, medical aid, transportation of patients and relief goods, as well as prevention and education.

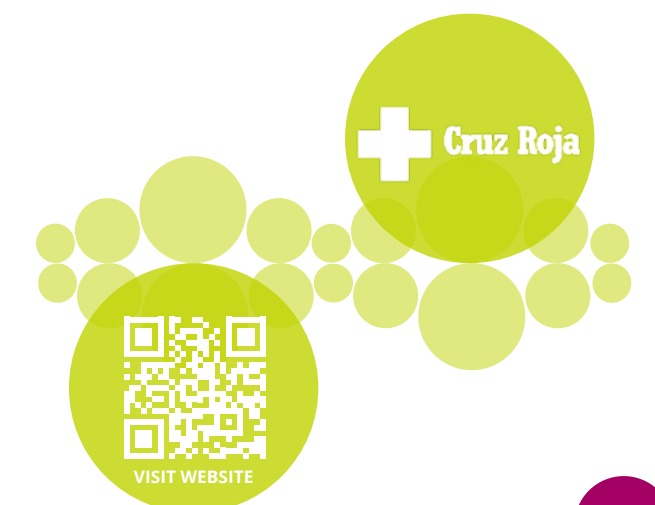
## How can you support the Red Cross?

Whether it is the Cruz Roja in Spain or the Red Cross in the Netherlands: you decide what you donate, donate or sponsor, and even which action your donation goes to. Of course, new volunteers are also more than welcome. So check your country's Red Cross site, because there is still more than enough work to be done worldwide.

HELP PEOPLE  
IN NEED

*"Everyone can contribute to this good work in their own way and from their own strengths to a greater or lesser extent."*

– Henry Dunant







# EYES ON THE WORLD AROUND US

*"Be the change you want to see in the world."  
~ Gandhi*

# CHARITIES

On the previous pages you were introduced to our five pillars. In addition, the Global Products Group also modestly supports additional social initiatives:



## Business friend KWF Cancer Society

As part of the Global Products Group, Funeral Products is a Business Friend of KWF Cancer Relief. With our contribution, we support scientific research and help scientists take a step toward even more knowledge, new successes and better treatments. Moreover, by doing so, we are making a strong case for a better quality of life for people with and after this terrible disease.

<https://www.kwf.nl/english>



## Article 25 foundation

Article 25 foundation was born out of love and need for people living with dementia. The foundation's mission is to create global awareness for people with dementia, to see and treat them as equal human beings and to provide them with a good standard of living.

<https://article25foundation.com>



## Salvation Army

The Salvation Army gives lonely people a place where they are welcomed with open arms. Vulnerable people who may live just down the street from you. Hans, for example (59). He lost his job in IT due to depression, and eventually he was left without a home as well. After a long road, he finally gets his life back on track. He now works as a volunteer at the community centre in Rotterdam and feels happier than ever.

<https://www.salvationarmy.org.uk>





A FINAL WORD  
OR JUST A  
BEGINNING?

# WHAT'S NEXT?

The ideas of 1 person translated into 3 companies with collectively more than 15 years of history. More than 2,000 products as a result of hard work, 25 suppliers contributing. 5 pillars and numerous smaller social initiatives that deserve our attention. Because we care. But we want more, we want further, smarter and better.

*"31 CSR Performance Ladder themes,  
17 Sustainable Development Goals (SDGs)  
and 169 associated targets are the next step"*

And you? What are you doing? How do you shape sustainability? Good example follows, so hopefully we have been able to inspire you in your role and responsibilities. This GPG report and the sustainability check on the previous page may be a start. Make something beautiful out of it. For yourself, for the billions of people in our world and for the one planet.





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**Global Products Group**

globally responsible

