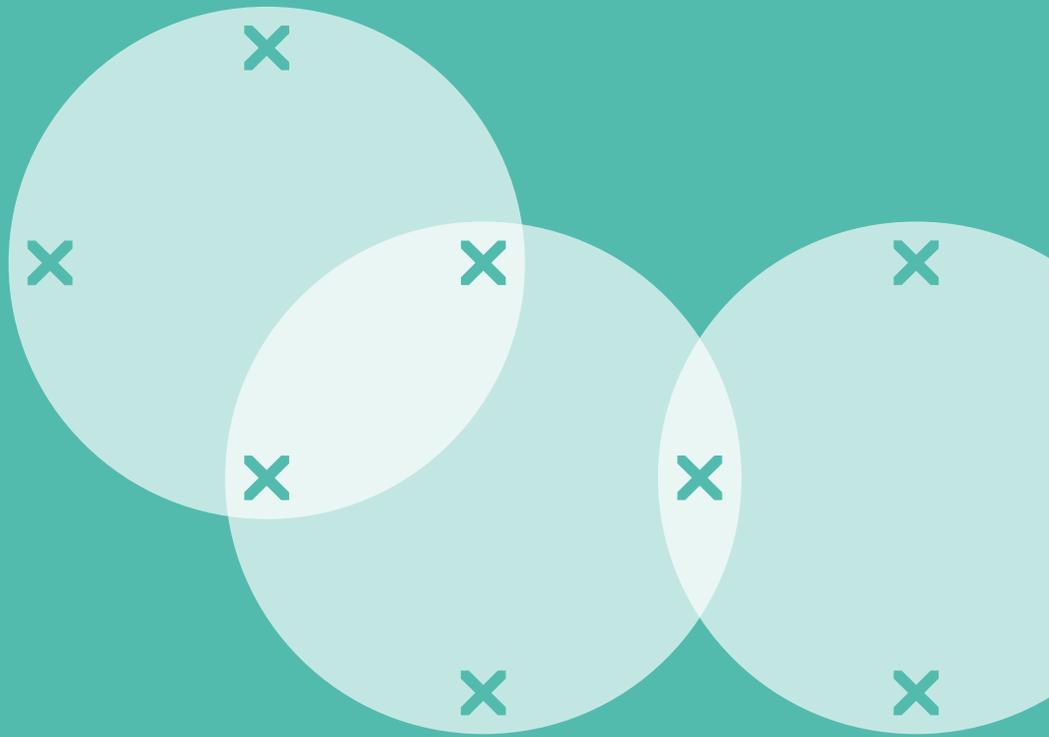




Sustainability Report 2020

Ensuring our promises are more than
just words.





Preface

2020 pushed the 'Flex' in Dataflex to new limits. The Covid-19 pandemic required us to react fast to challenging situations. It asked us to take quick decisions in order to keep acting in the best interest of all our stakeholders.

Within just a couple of days we managed to completely reorganize how and where we work. By setting up home offices for our employees, we made sure that everyone could continue to feel safe, stay healthy and work ergonomically and efficiently from home. We adapted strategies, budgets, adjusted deadlines and ensured that all core business activities could run smoothly, also when our staff was working remotely.

The insights we got from the last year, will shape how we will work in the future. By enabling our team to work more days from home, decreasing the amount of business travels and instead fully make those days at the office count, we can further lower our own direct impact on the environment.

We continue to see it as our duty to make a positive contribution to society and the environment and to keep our choices be guided by what we feel is 'the right thing to do'. We are looking forward to the new year and cannot wait to take even more and bigger steps to achieve our ambitious sustainability goals.

If this pandemic has shown us one thing, it is that change is possible even when we are "sure" it is not.

Roderik Mos
Owner and Managing Director.





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Introduction

With the Sustainability Report we communicate our yearly achievements, introduce new goals and give updates on projects in this way. With the help of this report we want to stay transparent along our journey to implement actions to decrease our impact on the environment and create a positive impact for society.



Governance



Workers



Comm

Looking back

Reflections on our goals and achievements

2020 was a challenging year. It required us to adapt, adjust and stay flexible. Despite the many challenges, we still managed to make a lot of progress on the goals we set in 2019.



Community



Environment



Customers

As already introduced in our 2019 report, our main sustainability goal for 2021 is to become a certified B Corporation. We adopted the structure of the B Impact Assessment for our own goals and actions, and consequently our internal and external reporting.

Our goals, which were set in 2019, are listed with a summarized status update. More detailed information on those action points can be found in this report. Icons for the five categories are added which help structuring the action points.

Update on the goals 2020-2022



Governance

Review all company policies and our system to manage and communicate them.

In 2020 we started the review, which will be continued in 2021 and finalized in Q3 2021.

Set up a social management system following ISO 26000 and the B Impact Assessment (BIA).

The social management system is being integrated into our existing ISO 9001 and 14001 compliant management system. It is expected to be completed in Q3 2021.

Improve systems for stakeholder feedback, engagement and follow up.

For our dealers and end customers we set up systems to improve feedback, engagement and follow up. With our Customer Satisfaction Survey and via our Trustpilot site we received valuable feedback from those stakeholders. The insights we received through these channels are analysed and formulated into new action points for the respective departments. In 2021 we will further implement systems to include our other stakeholders.



Workers

Introduce 360-degree feedback for employees.

Due to COVID and radical working from home restrictions, the 360-degree feedback was not implemented in 2020. This will follow in 2021.

Start measuring employee satisfaction and set goals for 2021.

In Q3 2020 we conducted our first employee satisfaction survey. From now on the survey will be repeated four times a year.

Introduce regular social audits at the production facilities of all major suppliers.

Last year we took first steps preparing social audits for all major suppliers. This will be further picked up in 2021.



Implement structure for community investments.

In 2020 we compensated not only our own direct impact (scope 1 and 2), but also at the indirect impact throughout our entire supply chain (scope 3) and became the first carbon neutral company in our market. We made the commitment to keep decreasing our impact and to compensate the rest of our impact with the help of our partner Trees for All.

In 2021 we will make an official policy that enable our employees to participate in volunteering programs on a yearly basis which benefits local communities, such as the World Cleanup Day.

Set up a structure to monitor and increase the amount of goods and services acquired from local suppliers.

We started mapping our local suppliers by categorizing them according to the goods and services provided and their distance from our HQ. For most goods and services we utilize as a company we obtain from businesses in close proximity to our HQ. For some of our goods sold we already rely on local suppliers, like for our cable management series. In the future we will make efforts to further decrease the distance for our goods sold.



Environment

Set impact goals for 2021.

For all new products we want to have at least 20% lower LCA or 15% higher circularity score than existing comparable products.

Based on 2020 we want to decrease our own electricity consumption in 2021 by another 10%.

Implement a circularity project team to investigate and implement a circular model that could work for our products. Cooperate with TU Delft for research on circular

Last year we established an internal Circular Economy project group. A more detailed update follows on page 30.

The cooperation with TU Delft took place in 2020 and helped us with first research projects. Several staff members also followed courses on Circular Economy at TU Delft.

Cooperate with production partners to evaluate possibilities to use innovative solutions to reduce the environmental impact of production processes.

We made the first switch in production methods in Q3 2020. This was for our Viewlite toolbars which are now our first, in itself, carbon neutral product.

Take action to reduce our direct impact. Reduce gas consumption by 7% per year up to 2022. Reduce electricity consumption by 10%.

We achieved a reduction of 8% in gas consumption in 2020 compared to 2019. Due to the cold weather in Q1 & Q2 2021, it will be hard to maintain this decrease in 2021. Quookers were installed in Q2 2021 to reduce gas consumption for hot water. Extra insulation of the outer shell building (walls and windows) will be placed before Q4 2021. The savings resulting from that are estimated to be around 20% and are expected to be visible in 2022.

For the first hall we installed LED lights in Q3 2020, the other 2 halls are planned to be done before end of August. The resulting savings in 2021 could be as high as 15% compared to 2020. The savings in 2022 could be as high as 38% compared to 2020.

Increase feedback from end users (rather than our direct customers).

By setting up a feedback channel on Trustpilot we generated more feedback from end users and were able to follow up on it.



Customers

Introduce Trustpilot as a reliable feedback platform to further improve our products and service.

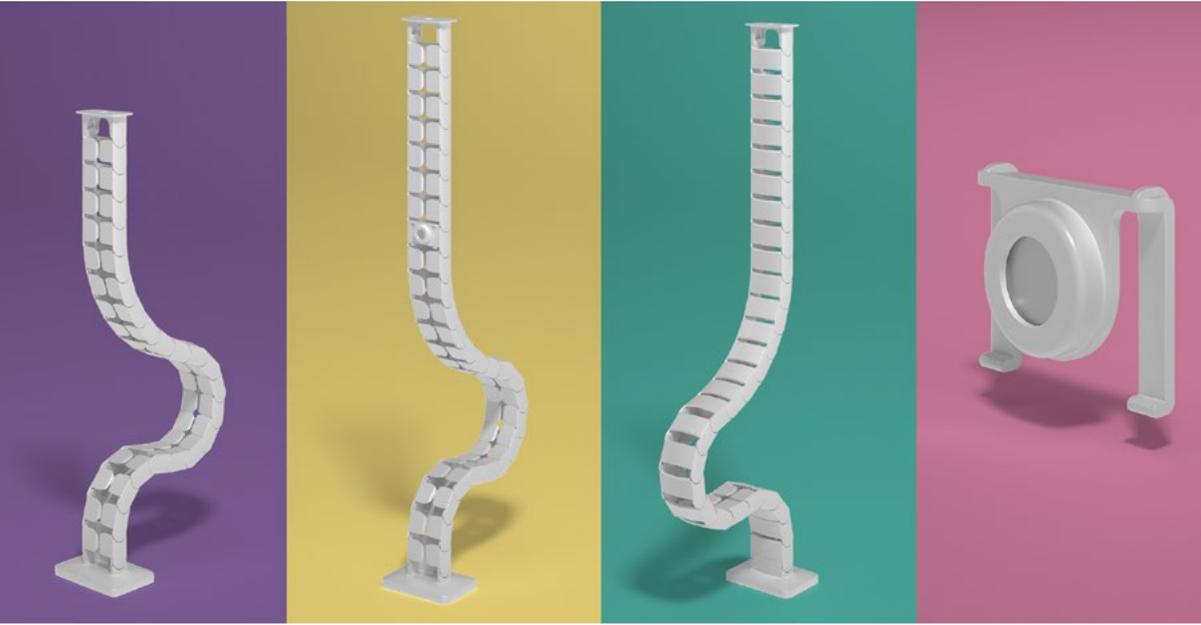
In January 2020 we joined Trustpilot. Since then we received various feedback from our dealers and end customers. In the upcoming year we hope to further increase the amount of reviews we get.

Improve customer satisfaction measurement and set new goals for 2021.

We set new goals. One of which is to have an average rating of 9,3 in our Customer Satisfaction Survey. Furthermore we aim for an NPS score of 60.

Have our intake control at the production sites of our main production partners. In case of rejects, we will lose less time and decrease the costs of rework. This will benefit both our suppliers and customers.

In the past year we started investigating ways of doing our intake quality controls at our main production partners. We realized that the required resources we would need to implement this are very high. Therefore, we decided to start with a pilot and to then expand step by step. Although we really want to implement this, we can't do everything at the same time and might shift this one forward.



Top: Introduction of the most environmentally friendly cable guide
Bottom: We stay carbon neutral!

Breaking our record at World Cleanup Day

Highlights 2020

Time to look back at some of our highlights from 2020!



Top: Renovation of our warehouse and making it an even safer and more inspiring workplace
 Bottom: Collaboration with the Statiegeldalliantie

Even more sustainable packaging

2013

Installation of energy-efficient double flat screen monitors at all workplaces to improve worker efficiency and reduce the amount of printed documents.

2015

Transition to LED lighting and hyper efficient air conditioning in the offices.

Introduction of a shredder that turns waste cardboard into protective filling material.

2017

Switch to natural gas of which CO₂ impact is compensated.

LCA's are calculated for our products.

Purchase of the first electric vehicle and charging station at HQ.

Switch to green-only power.

2014

All Styrofoam is banned from Dataflex packaging.

2016

Dataflex timeline

2019

Creating the industry first PCR for ergonomic accessories.

Creation of the first 15 EPD's.

Becoming the first carbon neutral company in the office interior market.

Establishment of the first HWH team.

Compost bin at the office.

2021

Introduction of MCI.

Installation of LED-lighting in the warehouse.

Installation of Quookers to reduce gas consumption.

And more to come...

Ecosheets are published on the product pages.

Launch of the Dataflex return program.

First Sustainability Report is published.

2018

Launch of the 100% recycled PP cable guide series.

First products are packed in tissue paper.

Reducing plastic in packaging to an absolute minimum.

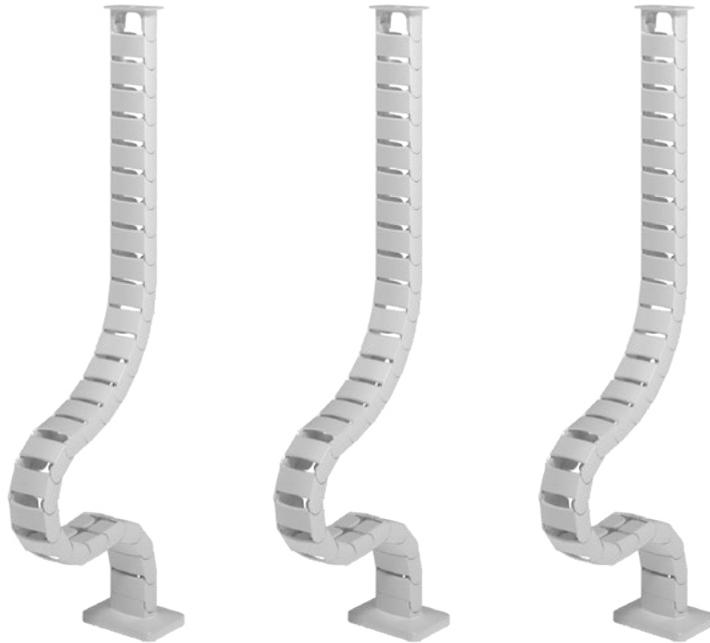
Introduction of our new format "Sustainability Stories".

Switch to even more environmentally friendly production methods for our Viewlite toolbars.

2020



Products



New product release - The most environmentally friendly cable guide

In 2020 we released our new cable guide series. The series is made from 100% recycled PP and is produced locally in the Netherlands.

The modular design enables parts to be added or removed with minimum effort. Parts that might get broken over time can easily be switched out which lowers the amount of waste and allows the product to stay in use for longer. In addition to black, white, and grey, the series can be ordered in practically any RAL colour and is available in different lengths to fit sit and sit-stand desks.

This cable guide series was introduced as an environmentally friendly replacement for the old cable management collection.



Process improvement

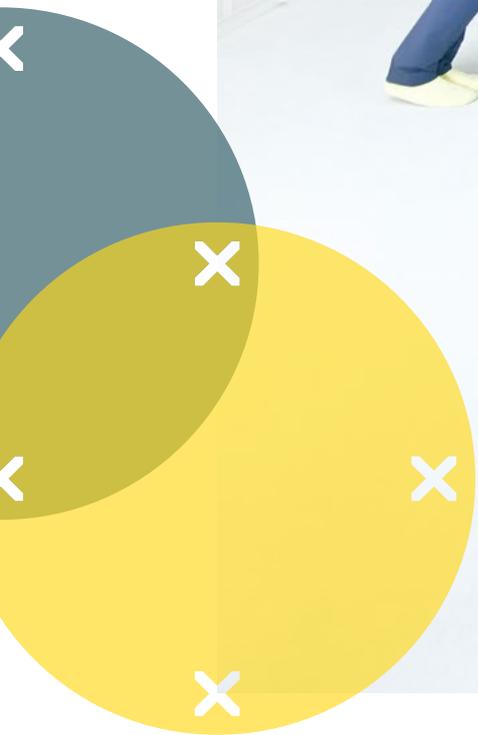
In 2020 we changed the production methods of our Viewlite toolbars to benefit the environment. We now use a low carbon aluminium for which the production creates only $\frac{1}{4}$ of the greenhouse gasses of normal aluminium. This result is achieved by using energy from renewable resources and cutting-edge technology for production. Our supplier controls the entire value chain of the product, from extraction to the final product, thus enabling impact measures in the whole chain and verification of the results. Our Life Cycle Assessment of the finished product even results in a positive impact on the environment. This is the case because a high percentage of this aluminium will be recycled and thus prevents the production of products with a less environmentally friendly production method to enter the market. Our Viewlite toolbars do not need compensation to achieve carbon neutrality, unlike our other products.



Rethinking packaging

We have been using recycled paper as filler material since 2015 and have packed our products in recycled cardboard for as long as we can remember.

In the last year we went a step further. We started reducing the amount of plastic in the packaging for our white Viewlite monitor arms to an absolute minimum. By packaging the monitor arms in tissue paper, the arms are still protected from scratching but do not rely on plastic packaging anymore. We tested this packaging method with monitor arms from other series, with positive results! In the future we will expand this way of packaging across the entire Viewlite range and our other collections.



Company Impact

We are working continuously to decrease the negative impact we have on the environment. For that we are looking not only at our own direct impact (scope 1 and 2), but also at the indirect impact throughout our entire supply chain (scope 3).

From making our company facilities even more energy efficient, to minimising business travel, optimizing production methods and rethinking our packaging design. We look at our impact from a life cycle perspective and are taking important steps to decrease that impact.

Next to decreasing the negative impact on the environment we are working on creating a positive impact on the environment and society through internal initiatives from the Circular Economy team and projects organized by our Health, Wellness and Happiness (HWH) team.

Decreasing our own impact

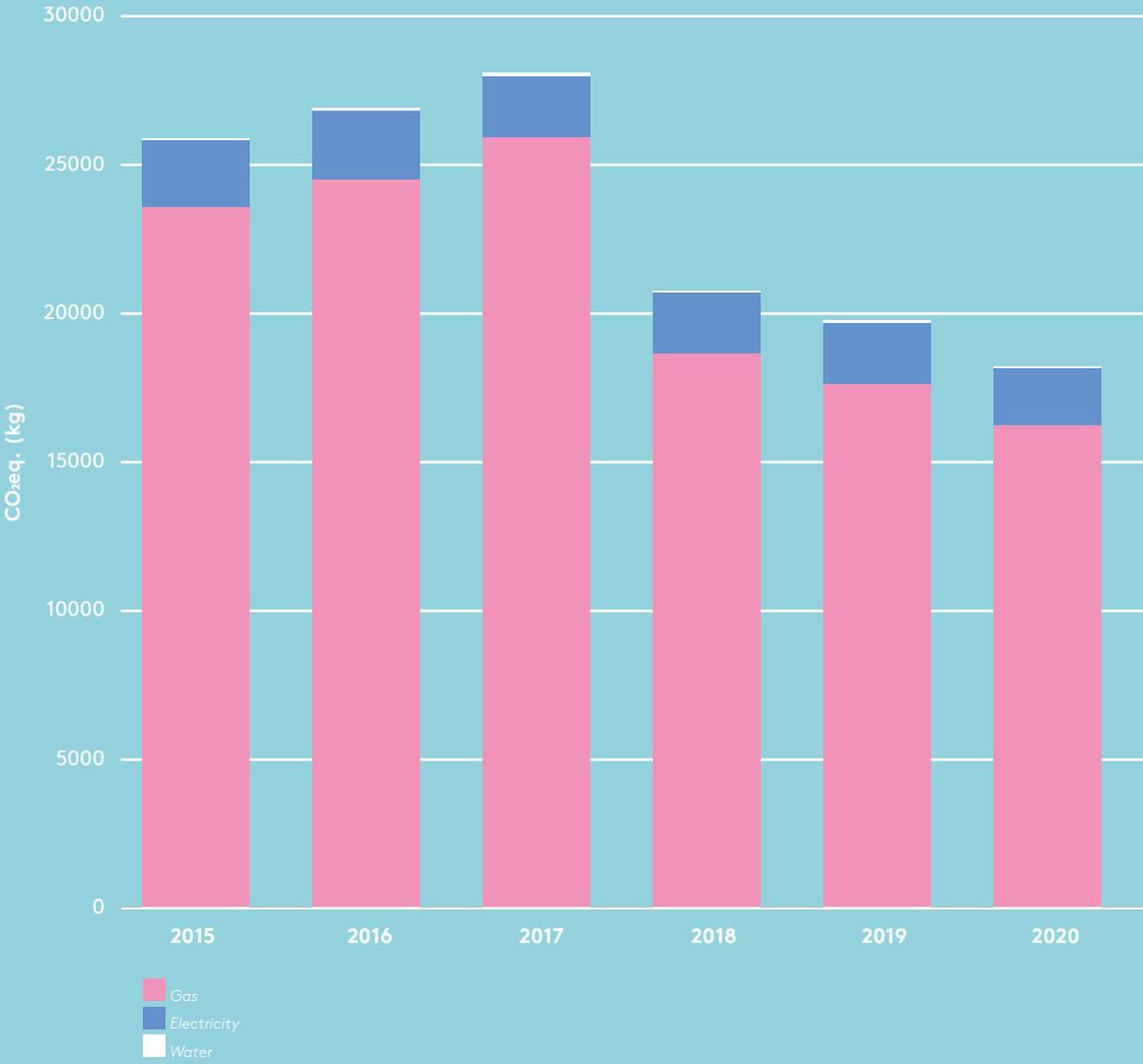
Gas, water and electricity

In 2020 we further decreased the combined impact of gas, water and electricity. Compared to 2019 we had a reduction of 10%. Of the total contribution of gas, water and electricity to global warming in 2020, gas was responsible for 89%, electricity for 10.5% and water for only about 0.4%.

The reduction in gas usage was achieved through awareness creation and more efficient use of the heating function of the air conditioning system for the offices although, truth be told, the mild winter certainly helped. Due to Covid-19 our office staff worked increasingly from home, which also helped decreasing the consumption of water and electricity.

To further decrease our gas usage, we looked extensively into electric infrared heating for our warehouses. In the end the gains (employee comfort) were too little compared to the energy consumption. We decided to first look into the insulation of the roof and see whether additional energy can be saved that way. Roof insulation is already quite good, so it will not be upgraded. Extra insulation of outer walls is still under investigation. Replacing the windows will help a lot, but will mainly lead to reduction of electricity consumption because it concerns the offices which are mostly heated by the air conditioning system.

Additionally LED lighting will be installed in our warehouse. The first of three phases was completed in May 2021. The lighting of the warehouse uses about 67000 kWh per year. By switching to LED lighting in combination with smart presence detection devices we expect to save more than 80% of that amount.

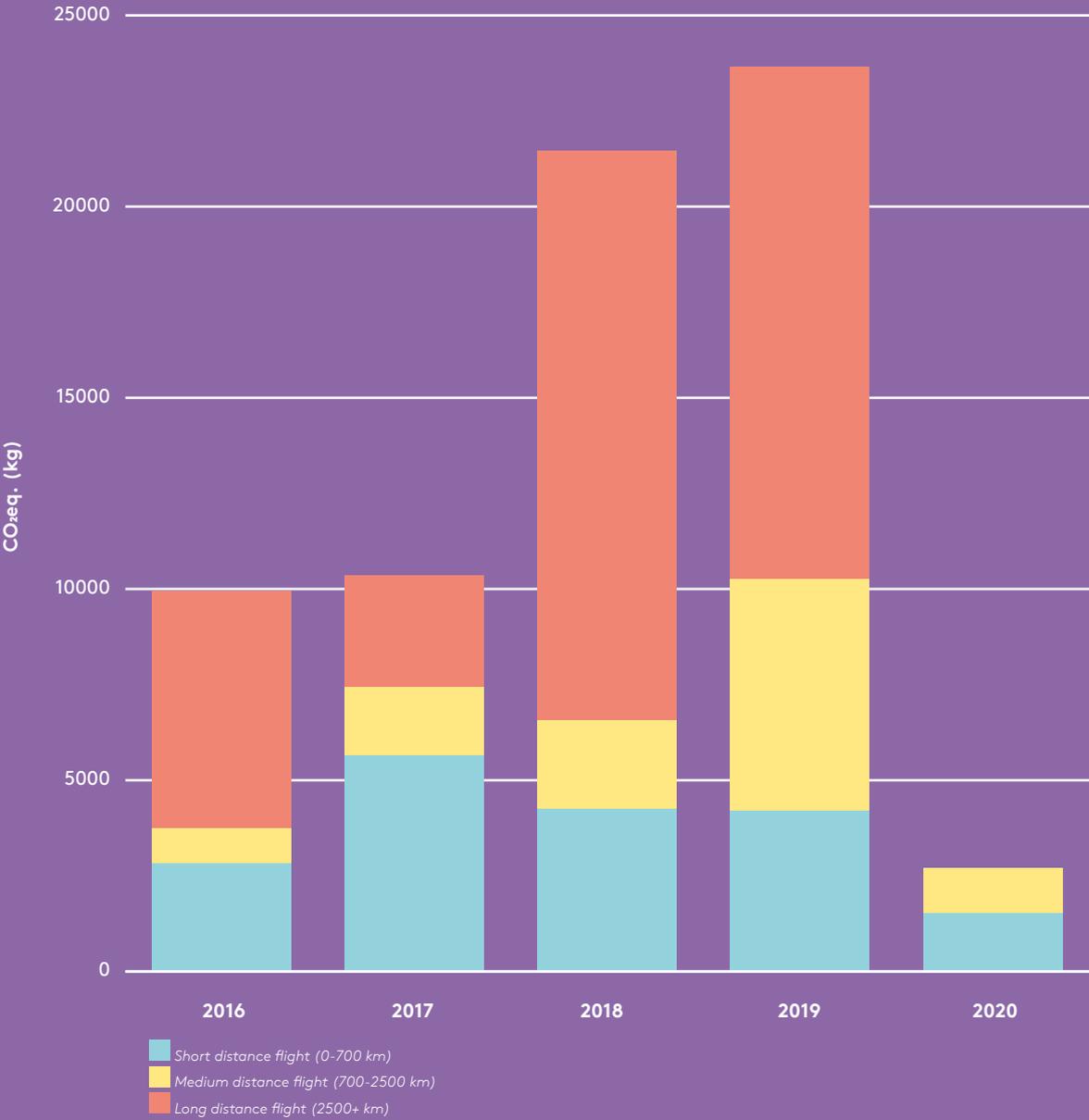


Direct impact of utilities at Dataflex HQ

Business travel

Covid-19 required us to rethink how we meet with our colleagues, partners and customers. The last year made us meet and attend events online. Luckily we had some experience and most colleagues were already able to work from home. The effects of the cuts in business and commuter travel are strongly visible. No long distance flights have been taken and very few other flights in 2020. After corona, business travel will increase again because we want and need to meet in person on occasion to stimulate sustainable relationships with our stakeholders. Of course we will try to limit this and by no means get back to the pre-corona levels of impact. Video conferencing has become much more accepted and improved international railway connections might allow us to do more medium distance travelling by train instead of airplane.

Next to the reduction in business travel impact we will continue to enable our office staff to work partly from home to reduce commuting impact. In the past year we realized that gatherings at the office are important for the social well-being of our staff and simplify communication among the team. But we also found that designated working days from home produce high-quality work, limit emissions of commuter travel and help with creating an even better work-life balance for our employees.



Direct impact of business flights

Health, Wellness and Happiness Team

In 2019 we established the Health, Wellness and Happiness (HWH) team. The members of this team change every year, the goal, however, stays the same. The goal of the HWH team is to start different social and environmental initiatives throughout the company and to involve the employees in those projects.

Below are a few examples of what the team achieved in the past year:

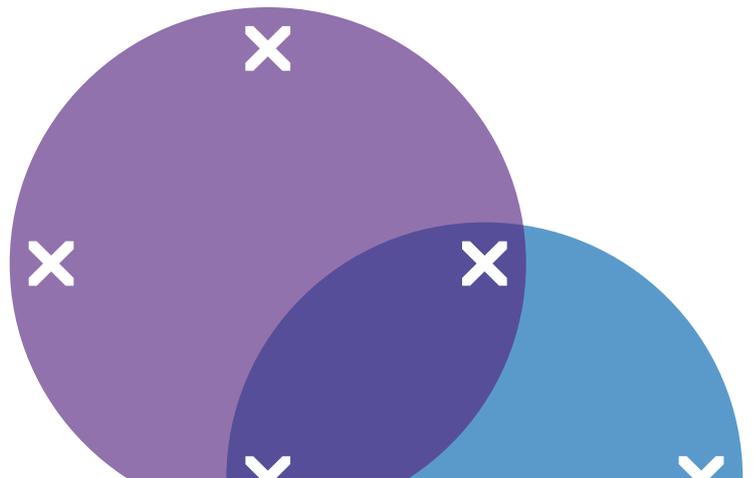
For the second time in a row we joined the World Cleanup Day and broke our record from last year. Within one hour, our team collected 29,6kg of waste in the area around our HQ in Krimpen aan den IJssel. Besides the World Cleanup Day we also participated in the World Ocean Day. On that day we went to Scheveningen to collect waste at the beach to stop it from entering the ocean.

Cleaning up the mess we make is not the end solution. To create more awareness, the HWH team invited everyone to join the Plastic Free July challenge. For one month our employees tried to refuse plastic packaging and to switch to more sustainable alternatives.

To optimize the collection of waste at our office we installed new recycling stations and instructed our employees on how to properly recycle.

To bring more joy during lunch time, the HWH team added a fresh herb and book shelf to the lunchroom.

Due to Covid-19 there were not many chances to come together as a company to participate at in-person events. The HWH team organized online Yoga sessions before work to still create a team event where employees can meet and participate in activities outside of work time.





Left: Herb and book shelf
Right: Recycling station



Left: Plastic Free July
Right: World Ocean Day

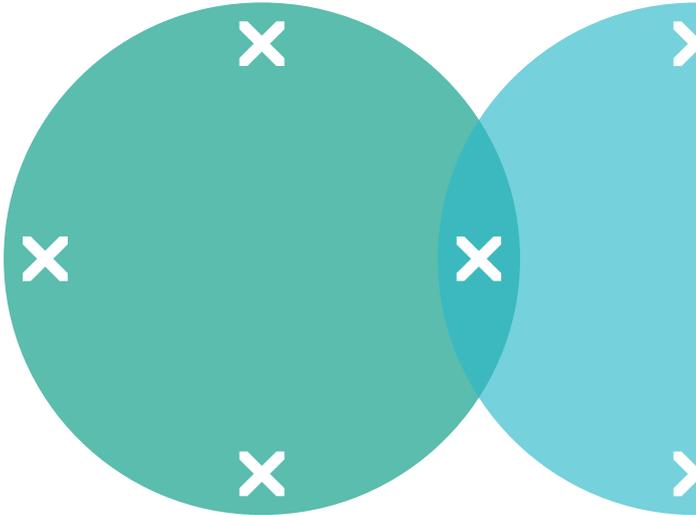


Breaking our record at
World Cleanup Day

Circularity project team

A circular economy is an economic system aimed at eliminating waste and the continual use of resources. In 2020 we established a Circular Economy team. Within that team we are exploring ways to introduce products and business practices that follow the Circular Economy principles. Since this involves an entire new way of doing business it is no easy transition. We will start by making small steps so our organization, as well as our stakeholders can familiarize themselves with the new ways of doing business. Also, because everything is new it will be a process of trial and error.

We decided to start by measuring where we are now. Therefore we calculated the Material Circularity Indicator (MCI) for 15 products that are representative for our assortment. The MCI is a number between 0 and 1. The closer to 1, the more circular the product. The MCI was introduced by the Ellen MacArthur foundation, the worldwide most recognized authority when it comes to the subject of circular economy. A Dutch online platform for comparing the sustainability of office interior products, Inside/Inside, adapted the MCI to a practically usable instrument. To calculate the MCI we look at the product's input, i.e. which materials are used and to what extent are they sustainably organic, reused or recycled and to its end-of-life scenario, i.e. to what extent can you demonstrate that materials are actually reused after use. These results of our calculations are published on Inside/Inside.



Dataflex as an employer

As a company, we try to act in the best interest of all our stakeholders. One important stakeholder is our staff. Next to creating ergonomically healthy workspaces, we are taking care of the professional, social, physical and financial well-being of our employees.

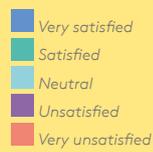
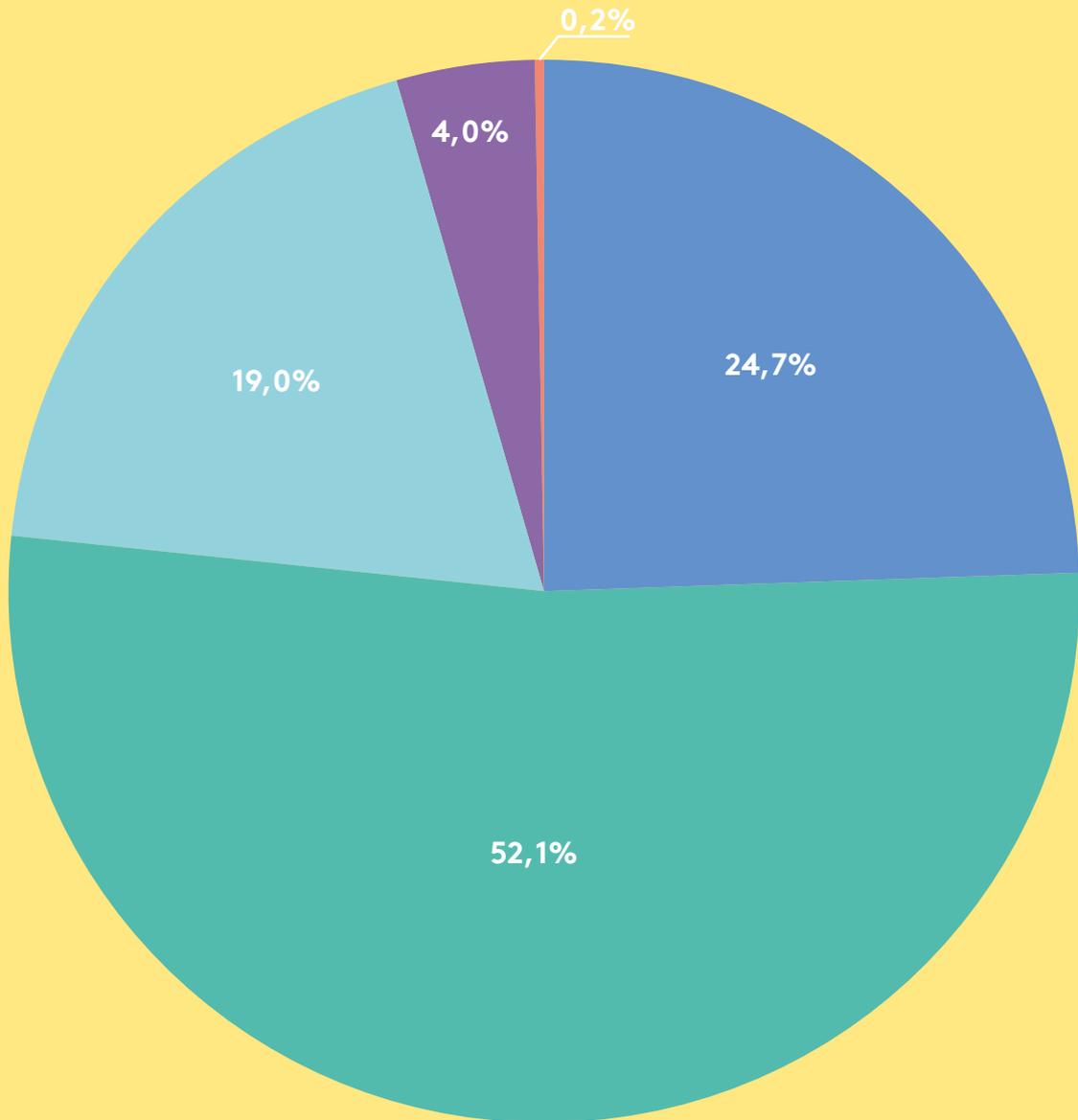
From language class to following a skills-based course at a learning institute, our employees are supported in additional learning opportunities so they can work on their own professional and personal development.

Last year we made significant investments in the renovation of our warehouse. By doing that we created a safer and more inspiring workspace for our employees.

In October 2020 we conducted our first employee satisfaction survey. This survey will be repeated four times a year. The insights collected from this survey help us to further improve working conditions, thus optimizing employee satisfaction.

Covid-19 presented a lot of challenges and led to necessary budget cuts. Because our staff is our biggest asset, we did everything in our power to make sure our entire staff could remain employed at Dataflex. To realize this we had to make many budget cuts in other areas. A year on, we're happy to say our team is still strong and complete.

To make sure that our employees also work ergonomically at home, the company provided ergonomic accessories and an office chair for the team. Furthermore, we invited a pension advisor again to educate and help with setting up the staffs pension portal. This way we can guarantee that not only the current but also the future financial well-being of everyone in the team is secured.



Employee satisfaction

Since 18 March 1985 I have been working with great pleasure for Dataflex. Dataflex is my first employer and I still go to work every day with a smile! The management and colleagues are very nice to work with and it feels like one big family. Dataflex is also very concerned about the environment in all kinds of areas, which I find very important, also for our future generations.

- Cornel, Support & IT, works at Dataflex for 36 years.

Working for Dataflex is fun and exciting with everyday being different. I love to share our story about the journey of the products to new and existing clients because I know that they are very invested in the story and product range we have. The team are very supportive and caring people and have made me feel very welcome and comfortable since joining the company.

- Ellie, Account Manager UK, works at Dataflex for 6 months.

I am happy and proud to have been involved in planning and shaping the development of Dataflex for over a decade now. It has been an incredible experience to accompany the path from a manufacturer to an international brand and to make a significant contribution to ensuring that sustainable cooperation with our partners is also our top priority in the sales segment.

- Horst, Head of Sales Germany & Austria, works at Dataflex for 11 years.

Working for Dataflex has shown me that there are employers that genuinely care for you. Specially in these difficult times Dataflex was able to adjust within days and keep everyone safe. That's what encourages me on the other hand to go the extra mile and gives me the possibility to grant excellent service to our customers.

- Stephany, Sales & Support Representative for Germany & Austria, works at Dataflex for 4 years.

Dataflex is a great and involved employer who cares for the wellbeing of his personnel, both at work and at home. To add to that I have wonderful colleagues. My work is my hobby, in all respects.

- Hassan, Warehouse Manager, working at Dataflex for 19 years.

Dataflex is a nice and social employer. When I have questions or remarks, a solution is always offered. Roderik, our managing director, is forthcoming, always there for his people and he always considers their interests in his decisions.

- Floris, Assistant Warehouse Manager, working at Dataflex for 5 years.

In my work as Showroom Manager at Dataflex, the contact to and wellbeing of people is really important to me. I enjoy having the freedom to create inspiring interior designs at the Codex and to come in contact with for our customers and colleagues.

- Mirjam, Showroom Manager, works at Dataflex for 1 ½ years.

Communication and Collaborations

Communication

In order to inform and involve our stakeholders in our sustainability efforts, we make use of the following communication channels and forms:

Sustainability Stories

In 2020 we launched a new series of articles on our site, called Sustainability Stories. In this format we provide relevant definitions and give updates on our company efforts in sustainability matters. In the past year we gave a definition on LCAs, Ecosheets, EPDs, introduced our new cable guide series which is made from 100% recycled PP and shared past and future efforts of the company with regards to sustainable packaging. We plan to expand this series even more in the upcoming year.

Sustainability Report

We are sure that while reading this, you realize that our Sustainability Report is one of the best ways of communicating our efforts in sustainability matters. After our first Sustainability Report was published in 2018, we committed to communicate our yearly achievements, goals and projects in this way. We worked on a standardized structure of the report to make sure that the reader can easily compare our efforts in each category. With the help of the sustainability report we stay transparent along our journey to implement actions to decrease our impact on the environment and create a positive impact for society.

Collaborations

Trees for All

By collaborating with our partner Trees for All in 2020, we compensated our CO2 emissions for 2019 and became the first company in our sector to become carbon neutral. Compensating our impact is by no means an end goal, but it is a method of eliminating our negative impact on global warming. We made a commitment to keep compensating our impact for as long as we cannot achieve carbon neutrality throughout all stages of our own business operations. We are proud to keep collaborating with Trees for All to compensate our entire impact (scope 1-3). Trees for All are completely transparent about the projects they invest in and have third party reviewers who make sure their claims are true. The VCS and CCB accreditations guarantee that the promised quantity of CO2 is actually compensated and that the project is of ecological and social-economic value. We are happy to say that we stay carbon neutral. In June we will compensate our impact of 1100 tonnes of CO2 emissions in 2020 and contributed to reforestation projects in Uganda.



www.treesforall.nl



inside inside

Inside/Inside

In 2019 we joined the independent comparison website for sustainable interiors, called Inside/Inside. Visitors can easily compare the environmental and health impacts of products from a range of brands and producers and create a sustainable office interior. In the past year we calculated the Material Circularity Index (MCI) of the 15 Dataflex products that are featured on their website. The goal for the upcoming year is to add an additional 15 products on their website and, related thereto, create the EPD's and calculate the MCI for those products.

www.insideinside.nl

inside inside

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DATAFLEX

Addit Bento® monitor riser - adjustable 120

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Statiegeldalliantie

Last year we joined the Statiegeldalliantie (Deposit Alliance). After joining the World Cleanup Day for the second year, we wanted to actively try and stop the littering of bottles and cans as those demonstrated one of the biggest sources of littering. With the slogan "Yes We Can" we joined 140 municipalities, companies and organisations to ask the Dutch and Belgium government for a quick decision on a deposit on cans and succeeded with that. By July 1st 2021 there will be a deposit on plastic bottles and by December 31st 2022 on cans.



www.statiegeldalliantie.org

Our statement as alliance partner:

"Dataflex is socially involved and likes to make a positive contribution to the environment. Partly for this reason we support the Statiegeldalliantie, which wants to prevent litter and promotes the reuse and proper recycling of bottles and cans. We are convinced that in order to create more sustainability, conscious use of raw materials is essential."

**Statiegeld
OPblikjes!**

Ook **Dataflex** zegt: Yes We Can!

 www.statiegeldalliantie.org 

Taking the next steps

As already mentioned in “Reflection on our goals and achievements”, our main goal is to become a certified B Corporation. We aim to get certified at the end of 2021. The goals listed below will contribute to attaining this goal.

Goals for 2021-2023



Governance

Improve systems for feedback, engagement and follow up for our other stakeholder groups (beside dealers and end customers).



Workers

Introduce 360-degree feedback for employees.

Introduce regular social audits at the production facilities of all major suppliers.

Offer preventive medical examination to all employees.

Make lists of preferred local suppliers and set targets for local purchasing.



Add a resource ID tag to Ecosheets (grondstoffenpaspoort).



Further look into ways to cooperate with production partners to evaluate possibilities to use innovative solutions to reduce the environmental impact of production processes.

Reduce direct impact by insulating the buildings and reducing travel impact.

See if we can increase recycled material content in existing products.

Introduce circular working from home pack (3 circular products) in 2022.

Expand sales staff to better serve current markets.



Develop coherent plan to further increase customer satisfaction.

Introduce new products.

Conclusion

2020 was different from what we expected it to be. Even though the year brought a lot of challenges with it, we still managed to make great progress on the targets we set in the previous year. Whilst being grateful for everything we achieved in 2020. All the new products and projects we launched and for keeping the Dataflex team together, we have also even higher ambitions for 2021.

In 2021 we are looking forward to make progress on the goals we set and to achieve our main goal to become a certified B Corp. We will continue being transparent about our efforts and communicate those to our stakeholders via our communication channels.

So keep your eyes open. Follow us on our Social Media channels and don't miss our next Sustainability Stories.



We are international



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