

2020 CSR Report

**ON**  
**THE RIGHT PATH**  
**CF REPORT**

**More than a report**

---

# 2020 CSR Report

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

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

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



# Contents

|  |    |
|--|----|
| 1. Stakeholder dialogue                                  | 4  |
| 2. Relevant issues                                       | 5  |
| 3. Materiality matrix                                    | 6  |
| 4. Material and non-material topics, SDGs                | 7  |
| 5. Sustainability performance and material topic targets | 8  |
| 6. Status of non-material topics                         | 11 |
| 7. Noteworthy matters                                    | 12 |
| 8. Two-year sustainability cycle                         | 12 |
| 9. About this report                                     | 12 |

# 1 Stakeholder dialogue

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

- Environmental
- Economic
- Social

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

## Environmental

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

## Social

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

## Economic

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

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

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

## 2 Relevant issues

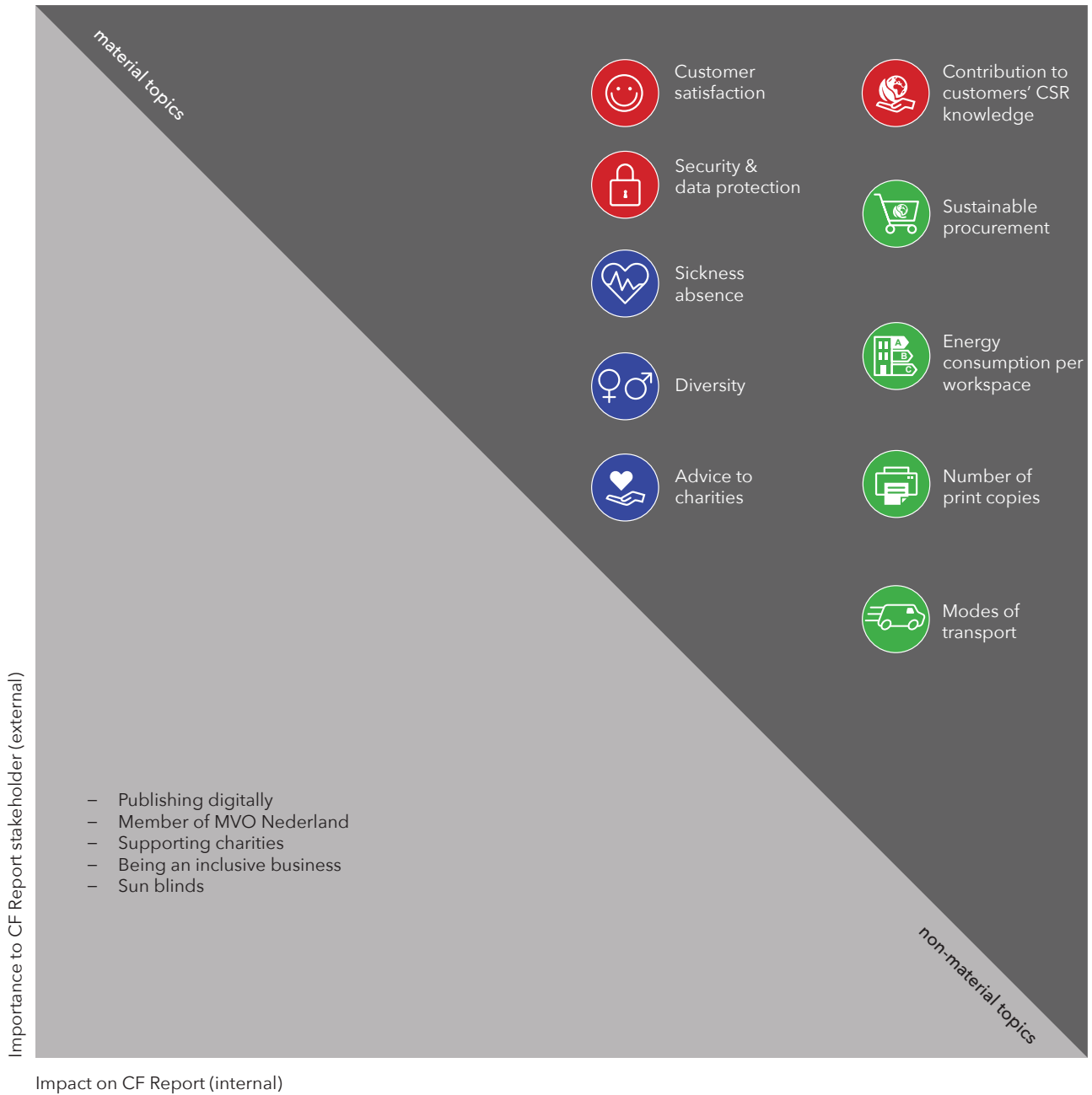
The table below shows a selection of the issues listed in section 1 based on the number of respondents who indicated that they considered these relevant. CF Report has also indicated, based on a broad internal group discussion, whether the issues mentioned by the respondents are actually material from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

### List of relevant sustainability issues

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

### 3 Materiality matrix

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



## 4 Material and non-material topics, SDGs

The following material topics emerge from the materiality matrix:

### Environmental topics

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

### Social topics

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

### Economic topics

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

### Non-material topics

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

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



Gender equality





Decent work and economic growth






Responsible consumption and production






## 5 Sustainability performance and material topic targets

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

| Topics  | Description   | Boundaries  | Performance (KPIs) and targets   |
|---|---|---|--|
| Sustainable procurement (environmental)<br>            | CF Report aims to purchase as sustainably as possible (paper, desks, laptops/desktops, server farm) | Responsibility of management                                | <p>Paper: all paper is FSC-certified.<br/>                     Desks: desks are purchased second-hand where possible.<br/>                     Laptops/desktops: CF Report works with the most advanced Apple laptops and desktops; the energy efficiency in the latest generation in the Apple line is 15% better compared to older equipment.</p> <p>Newly purchased equipment:<br/>                     - 2019: 8 laptops/desktops<br/>                     - 2020: 8 laptops/desktops</p> <p>Server farm: in 2019 CF Report switched from a local server to a server in the cloud. The old server radiated a lot of heat and consumed a lot of energy for cooling.<br/>                     The new server is of the latest generation and is located in a high-tech server farm, which has reduced the energy consumption and heat radiation by 35%.<br/>                     The security requirements have been tightened up even more (safety policy).</p> |
| Energy consumption per workspace (environmental)<br> | The lowest possible energy consumption is desired   | Property owner and manager and responsibility of management | <p>CF Report is housed in a low-energy building (label A).</p> <p>Solar panels have been installed on the roof of the building.</p> <p>The building has air conditioning, which was renovated in 2019 and made more energy-efficient.</p> <p>The building has motion sensors and sun blinds. The exact energy consumption per workspace cannot be reliably determined. CF Report uses about 5% of the total space in the building, meaning that the impact of CF Report on energy consumption is limited.</p> <p>CF Report has asked the owner and the manager of the property to measure energy consumption per workspace so that energy-saving targets can be monitored over time.</p>   |



| Topics  | Description  | Boundaries   | Performance (KPIs) and targets  |
|---|--|--|---|
| Number of print copies (environmental)<br> | Number of sheets printed on the copier               | Responsibility of management                           | Number of print copies:<br>- 2018: 94,768<br>- 2019: 103,297<br>- 2020: 125,215<br>- Increase of 32% compared to 2018.<br>- Increase of 42% compared to 2018.<br>Relatively speaking, use of the copier for printing is declining.<br><br>Colour to B&W ratio:<br>- 76% are colour copies<br>- 26% are B&W copies<br><br>In 2017, the share of B&W copies was 16%. Empty cartridges are recycled via Stichting AAP.<br><br>Used paper is – partly due to complying with confidentiality agreements with customers – collected separately and picked up, shredded (with certificate of destruction) and recycled by the company Brantjes.<br><br>Number of kilogrammes of collected and recycled paper:<br>- 2018: 1,260m <sup>3</sup><br>- 2019: 1,567m <sup>3</sup><br>- 2020: 2,115m <sup>3</sup><br><br>With the environment in mind, our objective is to keep the number of print copies we produce to a minimum.   |
| Modes of transport (environmental)<br>   | Mode of transport (modal split) and electric driving | Responsibility of management and employees             | CF Report modal split in 2020:<br>- Car: 30%<br>- Public transport: 35%<br>- Bike: 35%<br><br>Number of commuting km by car:<br>- 2018: 25,124km, of which 26% electric<br>- 2019: 28,476km, of which 35% electric<br>- 2020: 30,267km, of which 33% electric<br>- Increase compared to 2018: 21%<br>- Increase compared to 2019: 38%<br>- Meetings are increasingly taking place remotely (via Microsoft Teams)<br><br>Number of business trip kilometres:<br>- 2018: 21,670km, of which 15% electric<br>- 2019: 24,758km, of which 20% electric<br>- 2020: 9,234km, of which 25% electric<br>This decline in kilometres driven is the result of the Covid-19 pandemic.<br><br>The first objective is to influence the modal split as positively as possible by encouraging the use of public transport and the bike.<br><br>The second objective is the purchase of hybrid or fully electric cars; currently 67% of all vehicles are hybrid.<br><br>Fifteen EV charging stations are available in the building. |
| Diversity (social)<br>                   | Gender ratio m/f                                     | Responsibility of management in consultation with team | Diversity in 2020:<br>- Male: 58%<br>- Female: 42%<br><br>Target is 50% female and 50% male.  |

| Topics  | Description  | Boundaries   | Performance (KPIs) and targets  |
|---|--|--|---|
| <p>Advice to charities to enable them to measure/present their impact more clearly (social)</p>  | <p>Help charitable organisations measure and present their impact as transparently as possible</p>   | <p>Responsibility of management</p>  | <p>CF Report works for:</p> <ul style="list-style-type: none"> <li>- Oranje Fonds</li> <li>- AMREF Flying Doctors</li> <li>- Stichting Casterenshoeve</li> <li>- Make-A-Wish Netherlands</li> </ul> <p>In 2019 and 2020, CF Report provided advice (free or otherwise) to:</p> <ul style="list-style-type: none"> <li>- UNICEF</li> <li>- Netherlands Leprosy Relief</li> <li>- Amnesty International</li> </ul> <p>In 2019, CF Report organised a charity impact workshop for charitable organisations, the objective of which was to optimise their impact.</p> <p>Some of the charities represented at this workshop include:</p> <p>Dutch Heart Foundation, Amnesty International, AMREF Flying Doctors, Dutch Cancer Society, Prinses Beatrix Spierfonds (fund for muscle-related diseases), Médecins Sans Frontières and Cordaid.</p> |
| <p>Sickness absence (social)</p>    | <p>Sickness absence is the number of hours not worked as a percentage of the total number of hours worked</p>  | <p>Responsibility of management and individual employees</p>                             | <p>Sickness absence at CF Report:</p> <ul style="list-style-type: none"> <li>- 2018: 0.9%</li> <li>- 2019: 1.0%</li> <li>- 2020: 1.0%</li> </ul> <p>In 2019, the number of employees increased by 28%.<br/>In 2020, the number of employees increased by 17.</p> <p>The aim is to keep sickness absence to a minimum (under 0.7%).</p>  |
| <p>Customer satisfaction (economic)</p>    | <p>Customer satisfaction is defined as the percentage of recurring business, i.e. the number of customers who are still CF Report customers after one year</p> | <p>Responsibility of management and individual employees</p>                             | <p>Recurring business at CF Report:</p> <ul style="list-style-type: none"> <li>- 2018: 98%</li> <li>- 2019: 90%</li> <li>- 2020: 98%</li> </ul> <p>In 2019, the number of customers increased by 17%.<br/>In 2020, the number of customers increased by 36%.</p> <p>The target is to achieve 100% recurring business.</p>   |
| <p>Contribution to customers' CSR knowledge (economic)</p>                                     | <p>The contribution to customers' CSR knowledge is defined as the number of CSR advice reports provided</p>  | <p>Responsibility of management</p>  | <p>Number of CSR advice reports:</p> <ul style="list-style-type: none"> <li>- 2018: 12</li> <li>- 2019: 17</li> <li>- 2020: 18</li> </ul> <p>Target: 25 CSR advice reports in 2021.</p>   |
| <p>Security and data protection</p>    | <p>Ensuring security and protecting our customers' data</p>  | <p>Responsibility of management; delegated in part to IT Manager and SecurityManager</p> | <ul style="list-style-type: none"> <li>- In 2019, CF Report, together with external experts, drafted an Information Security Management System (ISMS).</li> <li>- The ISMS includes an overview of possible security and IT risks, the degree of impact (low, medium, high), and our related mitigating measures, including all measures already taken and those still in progress.</li> <li>- This puts CF Report in the priority lane for achieving ISO 27001 for Information Security.</li> <li>- We successfully passed a formal IT security audit of Sligro Food Group and ING Group on this basis.</li> <li>- The objective is to be ISO 27001 certified in 2021 or by early 2022.</li> </ul>   |

## 6 Status of non-material topics

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

| Non-material topics         | Status  |
|-----------------------------|---|
| Publishing digitally        | Virtually all CF Report customers have switched to digital (PDF) publications, which may be included on a mini-reporting website or be presented fully digitally online. The printed matter in 2020 decreased by 24% compared to 2017 (print runs of the various publications).                     |
| Member of MVO Nederland     | CF Report has been a member of MVO Nederland (movement for entrepreneurs in the new economy) since 2014.  |
| Supporting charities        | In 2020, CF Report supported the following charities: Habitat for Humanity Netherlands, Stichting Terri (in the fight against MS) and Only Friends (sports club for young people with a disability).  |
| Being an inclusive business | CF Report is, in principle, open to being an inclusive business and involving people with poor employment prospects in the company, naturally on the condition that the person concerned possesses the requisite knowledge and skills. As yet, no situations where we could apply this have arisen. |
| Sun blinds                  | Sun blinds are present in the building.   |

## 7 Noteworthy matters

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

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

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

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

In 2018, **Royal Schiphol Group** won the FD Henri Sijthoff prize in the 'non-listed' category for their 2017 Integrated Report. CRS played an important role in this report.

In 2017, **Vion Food Group** won the Crystal Prize (*Kristalprijs*) as the fastest climber in the 2017 Transparency Benchmark (TB). CF Report helped Vion Food Group with all aspects of structuring the sustainability policy and also created the group's 2018 Annual Report and its 2018 CSR Report. The awards panels called the TB reports 'innovative, transparent and very clear'.

## 8 Two-yearly sustainability cycle

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

## 9 About this report

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

- Version 1: July 2017
- Version 2: September 2017 (updated to reflect current situation)
- Version 3: July 2019 (updated to reflect current situation)
- Version 4: May 2020 (updated to reflect current situation)
- Version 5: June 2021 (updated to reflect current situation)