

CONTRIBUTING TO THE CREATION OF A SUSTAINABLE INDUSTRY

OUR SUSTAINABILITY JOURNEY

We help our customers in their **sustainability goals**

Part of our mission is 'to be recognized as a contributor to a sustainable industry'. This involves working as a co-design partner to create solutions that support our customers in their sustainability goals and, through this, contributing to the creation of a sustainable society.

From a nice-to-have benefit **to a must-have requirement**

Sustainability has always been central to our pigment encapsulation technology, but over the last decade we have increasingly felt that we can and should do more. At the same time, the perception of sustainability among our customers and society shifted from a nice-to-have benefit to a must-have requirement. More widely over the last decade, the definition and ambition of sustainability has grown worldwide as the climate change emergency, the circular economy concept and the focus on plastic waste have moved up the political, economic and social agenda. Regulatory changes underline this shift.

The impact of these changes

The impact of these changes is most obvious in the use of colorants and additives for packaging. However, we see the same trend in building & construction and in applications like coatings, sealants and adhesives and in many other applications. Clearly addressing sustainability issues and circular economy requirements is going to be a key issue for the ongoing continuity of Holland Colours.

Our next steps

We have recently started our sustainability journey with the aim to integrate it into our strategy. We start with a sustainability vision: We envision a world in which we are the winning sustainable solution. One that is challenging but achievable and true to Holland Colours' DNA: our history, mission and core values. We also defined a set of long-term objectives in early 2021.

In 2021-2022, we will define concrete local action plans and targets that will contribute to our achievement of these long-term objectives. Holland Colours employees will be involved in this process. In their own way, they can make a significant contribution.



Our sustainability objectives are connected to the SDGs

As mentioned before, we have defined a set of long term objectives. Our actions and sustainability objectives (see next page) are connected to 6 of the Sustainable Development Goals (SDGs), adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.



Our vision

WE ENVISION A **COLORFUL** WORLD IN WHICH WE ARE THE **WINNING SUSTAINABLE SOLUTION**

What makes Holland Colours unique?

OUR PEOPLE



We protect the safety, health and welfare of HCA employees and offer development opportunities to all. Given our geographical spread, we consider it important to employ nationally.

We invest at least 2% per year of our personnel expenses in responsible care for our employees. This investment is used to deliver training, for individual and team development and/or as time that can be spent on local social aid activities.¹

¹ People: historically, expenditure on responsible care has been 1% of personnel expenses.

OUR PROCESSES



We service our customers with products that are produced regionally, and we design our processes to support the sustainable use of energy and raw materials.

By 2030, we will have reduced the CO₂ impact of our operational activities by between 30% and 50%.²

² Processes: the baseline for comparison of CO₂ emissions per unit sold is 2015.

OUR PRODUCTS



Together with our customers and partners, we co-create sustainable solutions and develop products that enable recycling, the reduction of food waste and the reduction of energy consumption.

We will structurally increase our annual investment in innovation. By 2030, 90% of our revenue will be based on products that contribute to sustainability.³

³ Products: a definition and baseline for comparison for this objective are in development.

Does sustainability also matter to you?

Then talk to us! Visit us at hollandcolours.com for a full overview of our current sustainable solutions.

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