Sustainability
Roularta Cares

- 4 SDG's -> 30 KPI's
- Brainprint vs footprint
- Walk the Talk: team-efforts
- Roularta Advertising: a sustainable first mover

Roularta Cares
Sustainable development goals

Our ambitions

 QUALITY EDUCATION
help build more conscious generations through reliable and relevant information

 DECENT WORK AND ECONOMIC GROWTH
strive for economic growth by attracting new talent & supporting employees in their development

 RESPONSIBLE CONSUMPTION AND PRODUCTION
choose partners and suppliers who share our vision

 CLIMATE ACTION
realize a significantly smaller ecological footprint through a more sustainable energy and raw materials policy (CO2 neutral in 2040)
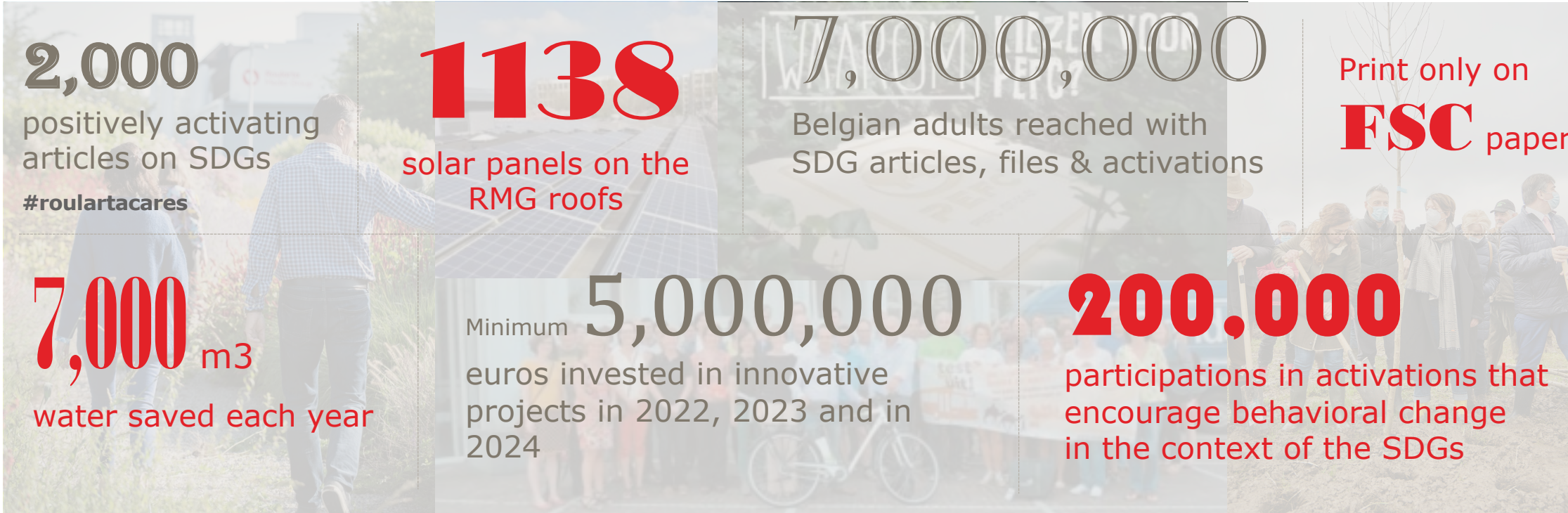
-> 4 SDG's -> 30 KPI's

17 sustainability goals established by the UN in 2015
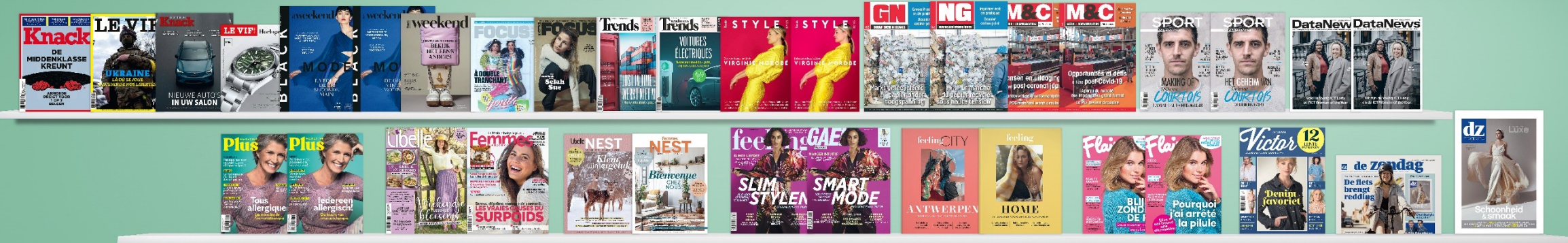
Roularta Brainprint – Walk the Talk
Readers & surfers

2,000 positively activating articles on SDGs

#roulartacares

1138 solar panels on the RMG roofs

7,000,000 Belgian adults reached with SDG articles, files & activations

Print only on **FSC** paper

7,000 m3 water saved each year

Minimum **5,000,000** euros invested in innovative projects in 2022, 2023 and in 2024

200.000 participations in activations that encourage behavioral change in the context of the SDGs

Roularta Cares

Roularta cares
From Footprint to Brainprint

More than 1 mio subscribers

Roularta Media Group's **footprint** carries less weight than its **"brain"-print**, or its potential **impact on the behaviour** of others. Through its various media, Roularta Media Group can reach millions of readers, surfers and viewers and **inform them** about all aspects of sustainability.

Roularta Brainprint
Stakeholders

Readers – Advertisers – Suppliers

BUT ...
everything starts from the belief
of our own employees..
They are the **best ambassadors**
to help build
the brainprint story!

-> Walk The Talk
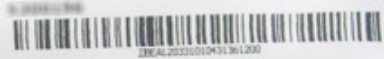
Walk the talk – Roularta colleagues plant 15.000 trees

Reduced emissions
by offsetting

Walk the Talk
Advertisers

The first paper wrap with Trends Impact Awards – November 2022

Z-Advertising sustainability – from 9 May on Kanaal Z/Canal Z

Offsetting
Measuring and compensating impact

Measuring impact

ClimateCalc

→ calculate our CO_2 footprint

Compensating impact

CO$_2$logic Credible Climate Action

GREENTRIPPER
GIVE BACK TO NATURE

→ calculate the compensation of the CO_2 footprint by contributing financially to a CO_2 reduction project

Offsetting
Roularta advertising acts glocal

We create double impact by supporting a global and local project :

- We make a **global** contribution by supporting a certified climate project in a developing country

   → label certified CO2 offset
   → agroforestry climate project in Kenia

- We make a **local** contribution by supporting a climate project in Europe

   → local support (Plant a tree)
   → planting trees in Europe with Go Forest

Roularta Cares

Carbon Footprint: rates

All marketeers can decarbonize their advertising by rethinking, reducing & offsetting their climate impact. Rates Carbon Footprint 2022, in EUR, 21% VAT not included.

Print:
0,4 kg CO_2 emission/1.000 copies – 0,42 € Carbon Footprint Cost – x number of pages

Digital:
0,0006 kg CO_2 emission/1.000 impressions – 0,42 € Carbon Footprint Cost – x number of inserts

Titels	Average Circulation	Carbon Footprint Cost / Page
Knack / Knack Focus / Knack Weekend	84.500	14,20 €
Knack Weekend Black	88.500	14,87 €
Le Vif/L'Express / Le Vif Focus / Le Vif Weekend	45.500	7,64 €
Le Vif Weekend Black	45.500	7,64 €
Trends NL / Trends Style NL	23.500	3,95 €
Tendances FR / Tendances Style FR	25.500	4,28 €
Sport/Voetbalmagazine NL	17.500	2,94 €
Sport/Foot Magazine FR	26.250	4,41 €
Data News NL	10.950	1,84 €
Data News FR	5.650	0,95 €
Plus Magazine NL	82.700	13,89 €
Plus Magazine FR	39.600	6,65 €
Libelle	195.200	32,79 €
Femmes d'Aujourd'hui	79.100	13,29 €
Flair NL	45.800	7,69 €
Flair FR	27.300	4,59 €
Feeling	59.400	9,98 €
GAEL	24.600	4,13 €

Roularta carbon calculator

Tool to calculate and compensatie

Measuring impact & compensate for sustainability

Valid as from October 2022, for all Roularta Advertising magazine brands, based on 'Ratecard for offsetting'

Why does this case deserve an AMMA award?

-> One team. One family. One planet. -> The initiatives are **supported by all Roularta stakeholders**.

-> Roularta Carbon calculator: **a unique tool to measure** the CO2 emissions of campaigns based on Belgian values

-> **Innovations with sustainable impact**: launch paper wrap

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Roularta
Advertising

We Make It Personal

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