



**Roularta**  
Advertising



## Sustainability Roularta Cares

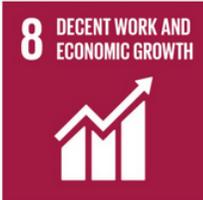
- 4 SDG's -> 30 KPI's
- From footprint to brainprint
- Walk the Talk: team efforts
- Roularta Advertising: a sustainable first mover

Roularta Cares  
Sustainable development goals

Our ambitions



help build more conscious generations through reliable and relevant information



strive for economic growth by attracting new talent & supporting employees in their development



choose partners and suppliers who share our vision



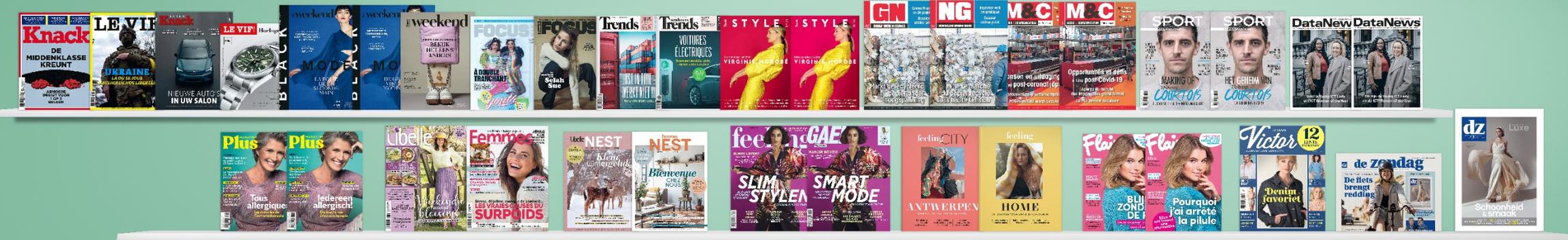
realize a significantly smaller ecological footprint through a more sustainable energy and raw materials policy (CO2 neutral in 2040)

→ 30 KPI'S

# Roularta Cares

## From Footprint to Brainprint

More than 1 mio subscribers

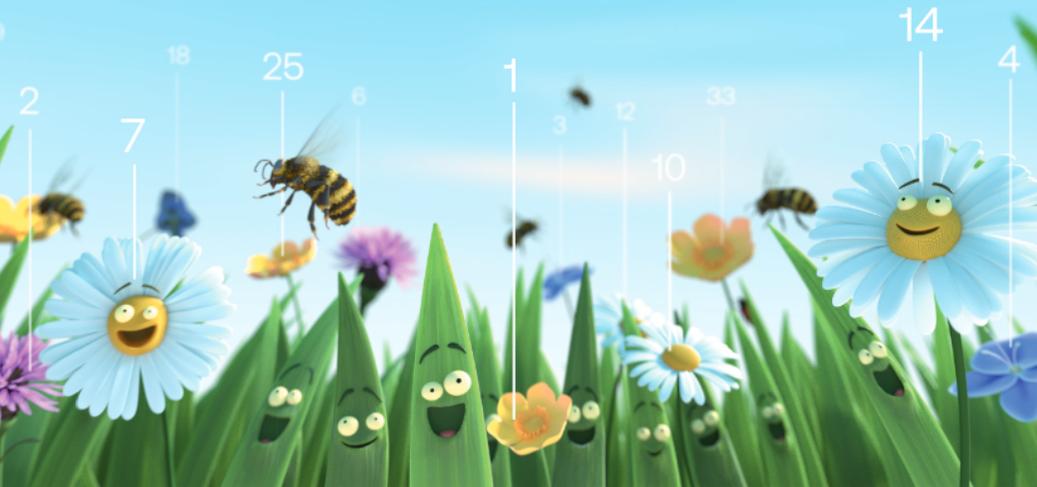


Roularta Media Group's **footprint** carries less weight than its **"brain"-print**, or its potential **impact on the behaviour** of others. Through its various media, Roularta Media Group can reach millions of readers, surfers and viewers and **inform them** about all aspects of sustainability.



# Maai mei niet en tel je bloem<sup>2</sup>en

Registreer je tuin op [maaimeiniet.be](https://maaimeiniet.be)



Door in mei je gras niet te maaien, voorzie je heel wat bijen en vlinders van cruciale voedingsbronnen. Nietsdoen was nog nooit zo goed voor onze biodiversiteit. Maar hoe goed precies? Ontdek het samen met Knack door in het bloementelweekend van 26 mei het aantal bloemen op 1 m<sup>2</sup> in je tuin te tellen.



Doe mee en  
registreer je tuin op  
[maaimeiniet.be](https://maaimeiniet.be)

**knack**  
durf twijfelen.



Editorial initiatives

## Case Knack/Le Vif Climate action

### MaaiMijNiet XL / En mai, tonte à l'arrêt

- 3rd edition in 2023
- 1 out of 3 Flemish municipalities taking part
- 124 acres of 'unmowed' lawn  
= food for 21 million bees

# Case De Zondag Empty lunchbox campaign

- Sale of sustainable bread boxes against child poverty
- Awareness and activation De Zondag audience



Koop deze brooddoos en help mee honger de klas uit



De Zondag schenkt de opbrengst integraal aan Brooddoosnodig want er zitten nog teveel kinderen en jongeren met honger in de klas. Nochtans is een gezonde maaltijd cruciaal. Want leren, spelen en je concentreren lukt moeizaam met een lege maag.



[dezondag.be/brooddoos](https://dezondag.be/brooddoos)

Actie loopt tot en met 30 september of zolang de voorraad strekt. Gratis verzending.

de zondag



# Case Trends & Kanaal Z Impact awards & podcast series

- 211 registrations - 89 nominees - 14 winners
- 425 guests attending the event



Editorial initiatives

## Case Flair Ecological beauty products

600 boxes sold

« Wij geloven wél dat we het verschil kunnen maken. Kleine stapjes kunnen een grote ecologische impact hebben als ze een goede gewoonte worden. »

EVA VAN DRIESSE, HOOFDREDACTEUR FLAIR





## RMG 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!**

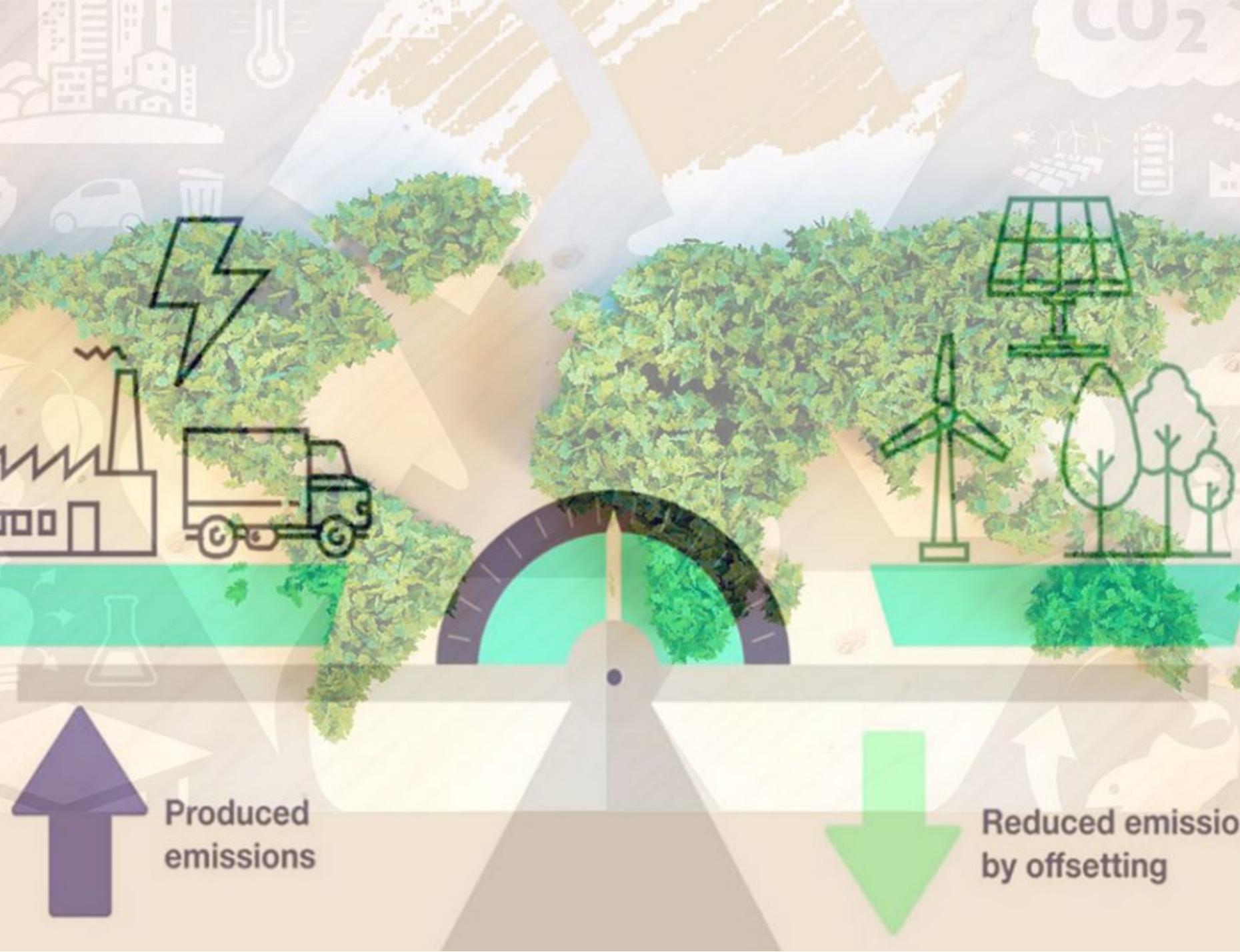
-> Walk The Talk



# Walk The Talk

## Personal efforts colleagues





## Walk the talk Advertisers

- Sharing knowledge
- Paper wrap: new advertising solution
- Efforts printing house

# FAN OF LUXURY

- 01 Sustainability in an era of disruption
- 02 Consumer expectations of business
- 03 Making it meaningful:  
the consumer licence to operate
- 04 Sustainability in advertising

**KANTAR** SUSTAINABLE  
TRANSFORMATION



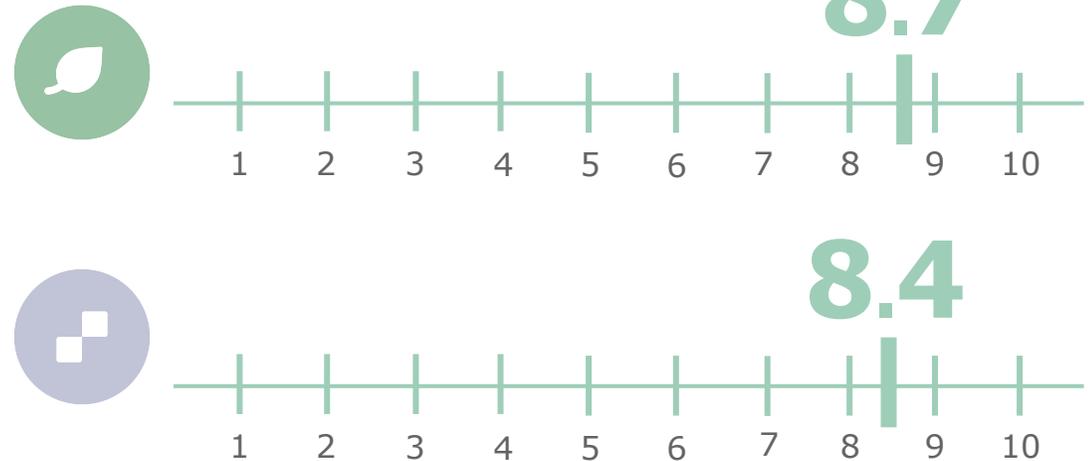
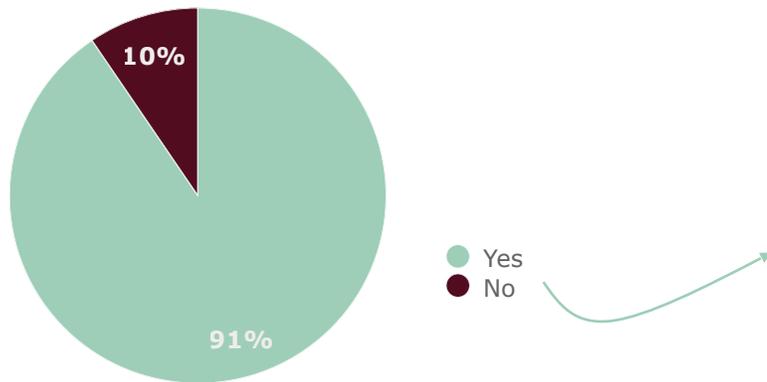


The paper wrap: sustainable advertising solution

# The paper wrap

## Perception

Q: On a scale from 1 to 10, how do you evaluate the paper wrap on the following characteristics?



**9** out of **10** subscribers  
**noticed** the **paper wrap** ...

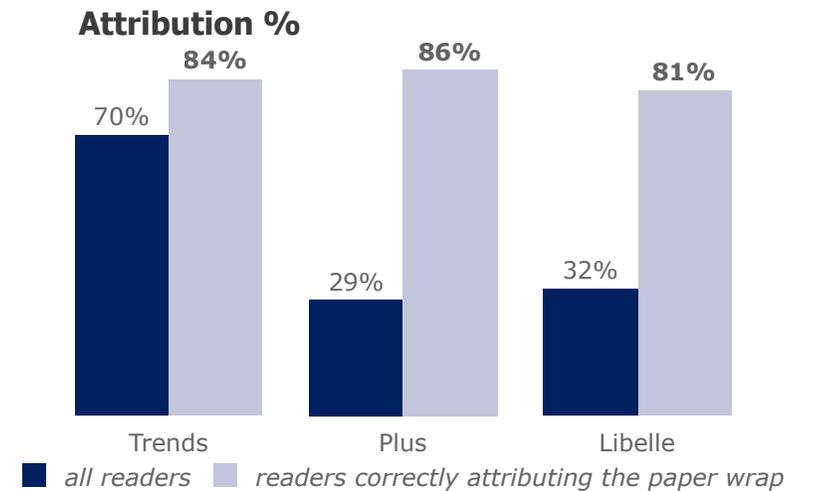
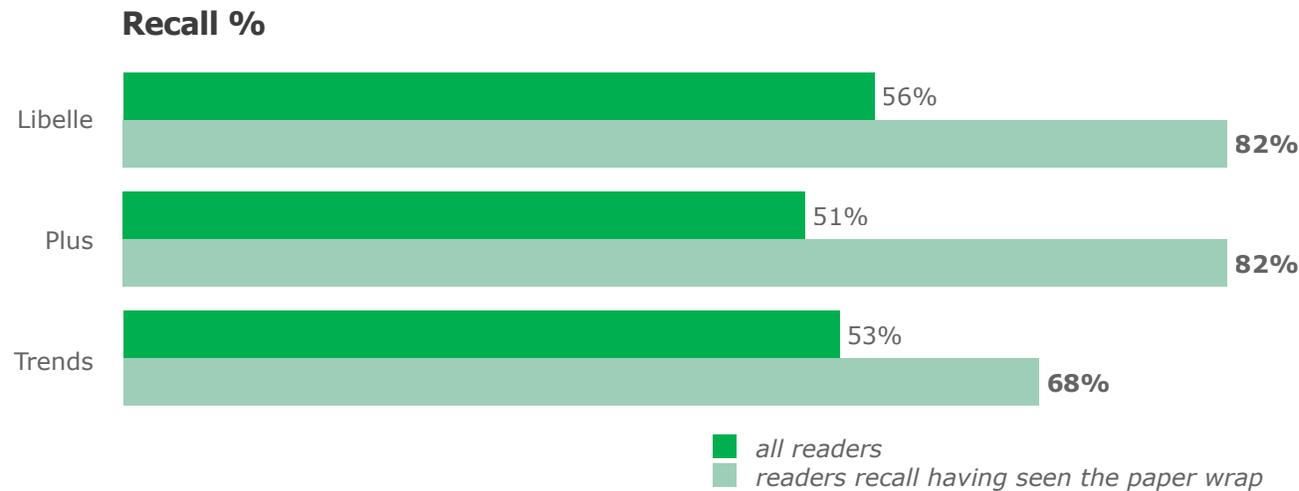
... and evaluate it as **sustainable**  
and **innovative** ...



Base: respondents having noticed the paper wrap, N=3.265

# The paper wrap Impact

Q: Do you remember having seen this ad in your magazine?  
Q: For which brand was this ad?



Base: respondents having read the issue in which the ad appeared, N=139 (Trends) / 803 (Plus Magazine) / 1.046 (Libelle)

" PAPIER IS EEN  
WAARDEVOLLE  
GRONDSTOF "

GEEN PAPIER OP DE GROND

30% decrease in electricity  
consumption  
50% decrease of gas consumption  
→ 14% decrease in CO2 emissions



New state-of-the-art eco-efficient drying ovens for magazine presses



**Roularta Advertising**  
**A sustainable first mover**



Why does this case deserve an AMMA award?

- ✓ One team. One family. One planet.  
-> The initiatives are **supported by all Roularta stakeholders.**
- ✓ **Impact via media: use our strength** as a media group to stimulate behavioral change among millions of readers.
- ✓ **Innovations with sustainable impact:** launch paper wrap



# Roularta Advertising



**We Make It Personal**

Raketstraat 50, 1130 Brussel, [www.roularta-advertising.be](http://www.roularta-advertising.be)