

 A Beautiful Green

SUSTAINABILITY REPORT

2022 &
2023

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1. ABOUT US

A Beautiful Green is a consulting agency specializing in sustainable development for businesses. Founded in 2019 by Cintia Procaci, the agency is now present in Luxembourg and Belgium, and is active throughout the Greater Region.

What do we do ?

We help companies integrate sustainable development practices into their business strategy and implement them to bring about a true sustainable revolution. With the strategic advice of "A Beautiful Green", our customers adopt sustainable development and engage in an approach that is beneficial both for them and for the planet.

Our commitments respond to the various challenges faced by our society, challenges which continue to grow. Society and its needs are changing, we help to understand and apprehend them. Our vision is based on the Sustainable Development Goals set by the United Nations. From environmental protection to social justice, we must all take responsibility for building a better future.

A WORD FROM OUR FOUNDER

A Beautiful Green's mission is based on our commitment to supporting and raising awareness among companies in their approach to sustainable development. I believe it is by uniting our efforts that we will be able to truly move towards creating positive collective impact, promoting the sharing of best practices and building partnerships between local stakeholders.

Through our services and awareness-raising activities, we create links between people and organizations, and thus help them to anticipate, understand and implement sustainable actions in the face of changes in our society.

Our collaborations in 2022 and 2023 have strengthened our capacity to grow the community of responsible actors in the Greater Region, thus encouraging sustainable practices.

This report shows some of our successes, as well as our goals for the years to come. Corporate sustainability is constantly evolving, and that's why we want to improve our own impact every day.



CINTIA PROCACI
Founder

"...it is by uniting our efforts that we will be able to truly move towards creating a positive collective impact, promoting the sharing of best practices and building partnerships between local stakeholders."

AREAS OF ENGAGEMENT

As a responsible company and consulting agency specialized in sustainable development, we are actively committed to supporting the 17 Sustainable Development Goals (SDGs) and their 169 targets. While all 17 goals are important and interdependent, we have identified those that are particularly relevant to our business. This section details the specific SDGs and targets we prioritize and demonstrates how they fit seamlessly into our internal strategy and goals.



Decent work and economic growth

A Beautiful Green promotes the principles of CSR in the customer company but also among our suppliers, with the firm belief that analyzing CSR principles is essential.



Sustainable cities and communities

A Beautiful Green does not only focus on businesses, but also seeks to inform the public through speaking engagements and outreach.



Responsible consumption and production

A Beautiful Green analyzes the customer's business from every angle, from purchasing to production. We aim to make companies aware of their own responsibility in these areas and always propose an action plan to adopt more responsible behavior.



Climate action

A Beautiful Green's job is to challenge its customers about the current climate crisis. We help them transition to behaviors that respect nature and others.



Partnerships for achieving the goals

We cannot be too many in this fight for a better future. This is why A Beautiful Green is forging more partnerships to unite efforts towards a common goal.

OUR VALUES



Trust

Trust is an essential aspect in supporting companies towards the common goal of sustainability. A Beautiful Green wishes to gain the trust of those it advises daily, but also that of new businesses who are still hesitant to launch. Change often brings challenges and doubts. Thanks to in-depth work and a holistic approach, ABG provides invaluable support for the sustainable transition.



Transparency

Whether within A Beautiful Green or in the operations of the organizations we work with, transparency is a crucial element in the pursuit of sustainability. When an organization communicates about its actions transparently, it guarantees a sincere and constructive approach. By communicating transparently about the actions and limitations of a system, we can work together to improve it.



Responsibility

Citizen responsibility is at the heart of the sustainable approach. A Beautiful Green's responsibility and mission is to offer assistance to companies looking to engage in the sustainable transition. Likewise, companies that call upon A Beautiful Green are those that want to take responsibility and integrate environmentally and human-friendly behaviors into the DNA of their organization.

2. GOVERNANCE

Code of ethics

At A Beautiful Green, we have adopted an ethical code. This code guides the actions and decisions of all our employees, guaranteeing alignment with the agency's CSR values. By raising awareness of ethical principles throughout our team, we strengthen our commitment to exemplary professional conduct, transparency, and compliance with sustainability standards. In addition, this report is accessible on our website, so that our stakeholders are also aware of our commitments. We thus ensure that each member actively contributes to our sustainable mission in all our activities and professional relationships.

KPIs

At A Beautiful Green, we have created CSR key performance indicators (KPIs) with corresponding improvement targets. These KPIs allow us to measure our sustainability and social responsibility performance in real terms. By setting clear measurable goals, we can track our progress, identify areas for improvement, and adjust our practices accordingly. This tool helps us ensure we are moving towards our sustainability goals and strengthening our commitment to improvement, while increasing transparency and assuring accountability to our stakeholders.

Transparency

Transparency is a fundamental pillar of our commitment. By being transparent, we ensure we are held accountable for our impact, which builds our credibility and trust with our stakeholders. This transparency also allows us to show the improvement of our responsible practices. By sharing examples of good practice with our community, we help inspire and encourage others to adopt sustainable and ethical behaviors, thus amplifying our positive impact on society. This report is one of the tools demonstrating this transparency.

3. WORKERS

At the heart of a responsible company lies employee recognition. Our employees are essential players actively contributing to our company's success and sustainability. Investing in ongoing training provides employees with the skills needed to thrive in an ever-changing world, increasing their engagement and job satisfaction. Feedback fosters a culture of open communication, where ideas are shared, and performance improved collaboratively. Promoting diversity and inclusion ensures a fair and respectful work environment, stimulating creativity and productivity. By placing employees at the center of concerns, a responsible company cultivates a solid internal ecosystem, encouraging a lasting positive impact both on its teams and on society as a whole. At A Beautiful Green, we put all these concepts into practice to create a workplace where our employees can thrive.



Training

Offering comprehensive, cross-functional training to employees is important to promote their professional development. This training not only helps employees advance their careers by strengthening their specific skills, but also cultivate the versatility needed in a constantly evolving work environment. By investing in a variety of training programs, we seek to ensure that our employees remain competent and adaptable, contributing to their individual development while strengthening A Beautiful Green's overall ability to meet market challenges.

In 2022, the team followed training on the materiality assessment, a B Leader course, and a workshop on the SDGs. Other training in a shorter and flexible format such as webinars were also followed by the team in 2023 (Impact Game workshop, the Climate Fresco (La Fresque du Climat), Human Rights training, etc.)



Internships

We have been hosting interns in the company for the past two years. Growing interest in sustainable development among new talents reinforces the need to welcome interns. These internships are an opportunity to raise awareness among young people about the world of work, teamwork, and sustainability issues. By supporting them professionally, we help interns build the foundations of their future careers, while providing them with concrete knowledge on sustainable practices. We view each internship as an opportunity to learn and exchange. We conduct exit interviews to receive and provide feedback, which allows us to improve our management skills and continually adjust our internship program to create an enriching and educational experience.



Job Shadow Day

With the same objective, we have been collaborating for three years with the organization 'Jonk Entrepreneuren Luxembourg Asbl'. This organization gives young people the opportunity to have practical, collective experiences allowing them to develop entrepreneurial skills. Every year for one day, we welcome young entrepreneurs to our company. We make use of this day to raise awareness about sustainable development and to familiarize them with the world of business.



4. COMMUNITY

A company has a direct or indirect impact on its surrounding community. Community therefore plays a fundamental role for a responsible company. Responsibility to the community includes respecting human rights and creating strong partnerships with local organizations, suppliers, and the local economic fabric. By recognizing the importance of this interconnectedness, a responsible company can actively contribute to social well-being, strengthen community ties and ensure mutual sustainability between the business and its environment.



Diversity and Inclusion

Our company is committed to integrating diversity and inclusion at all levels of its operations. This is manifested not only in internal employee management, where training and awareness-raising initiatives are put in place, but also in our interactions with the community. Supplier selection is based on diversity criteria, demonstrating commitment to equity and inclusion. By actively supporting organizations working towards more diversity, and by participating in working groups, the company contributes to advancing inclusive practices in the world of work, thus promoting an egalitarian, respectful and inclusive environment.



At A Beautiful Green, we are signatories of the Lëtzebuerg Diversity Charter. The Lëtzebuerg Diversity Charter is a national commitment that can be signed by any organization in Luxembourg wishing to commit to acting in favor of the promotion and management of diversity through concrete actions which reach beyond legal obligations.

As signatories, we share one of the diversity and inclusion actions we take each year. For example, we offer training on corporate diversity and inclusion to our employees. We also take part in various working groups. Last year, we participated in a working group led by the ABBL (Association of Banks and Bankers, Luxembourg). The objective of this working group was to evaluate company performance on the topic of gender. More information about our actions can be found on our website and further on in this report.

National Business and Human Rights Pact in Luxembourg

For A Beautiful Green, respect for human rights is imperative, both internally and in our business relationships. This means not only ensuring fair and dignified working conditions for our employees, but also ensuring that the entire supply chain meets international human rights standards. By adopting a proactive approach, we wish to contribute to the promotion of fundamental values, strengthen our social commitment, and participate in the construction of a more ethical global economy that respects human rights.

To this end, we have decided to become members of the National Business and Human Rights Pact in Luxembourg. By adopting and implementing the national pact, we formalize the partnership and the joint commitment between the State and businesses to live up to their obligations under the United Nations Guiding Principles.

One particular example of our participation in the pact is the completion and public sharing of a questionnaire to evaluate our human rights performance. Each year, we complete the questionnaire, receive advice for improvement and share the report with open access on our website.

At A Beautiful Green, we integrate respect for human rights into every aspect of our work environment. This prerogative is enshrined in our code of ethics, our code of conduct for suppliers and in the rest of our awareness-raising actions.



Donations

For A Beautiful Green, financial donations and pro bono contributions to the community play a central role. This commitment to giving back demonstrates our company's social responsibility towards society. By financially supporting organizations working to improve the world, as well as offering our time and skills through pro bono initiatives, we hope to invest significantly in building a lasting positive impact, thus actively participating in creating positive social change.

To this end, we sponsor a student supported by the Tous à l'école organization. This organization helps young girls from areas of poverty to access quality education.



Any sustainable development approach begins and continues with awareness of current issues. Becoming aware of our impact, the impact of others and how we can all help is an important step in implementing sustainable development.

This is why we are present in schools, incubators and at entrepreneurship seminars. We actively participate in raising awareness among target audiences at all levels. These awareness-raising actions are offered pro bono.

Suppliers

A responsible purchasing strategy is of great importance for any company – whether big or small - because it reflects its sustainable commitment. Despite our relatively limited impact through our own supply chain, we have implemented a supplier code of conduct available online and an internal responsible purchasing policy. We actively monitor our suppliers and send them a CSR questionnaire every two years to assess their compliance with our ethical standards. By favoring local, responsible companies, we ensure that our supply chain is aligned with our CSR commitments. We believe that this concern for consistency is what strengthens our credibility and positive impact within our community and beyond.

Partners

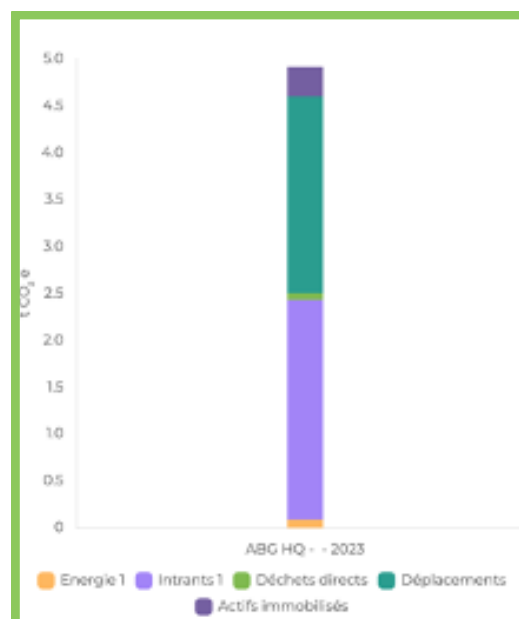
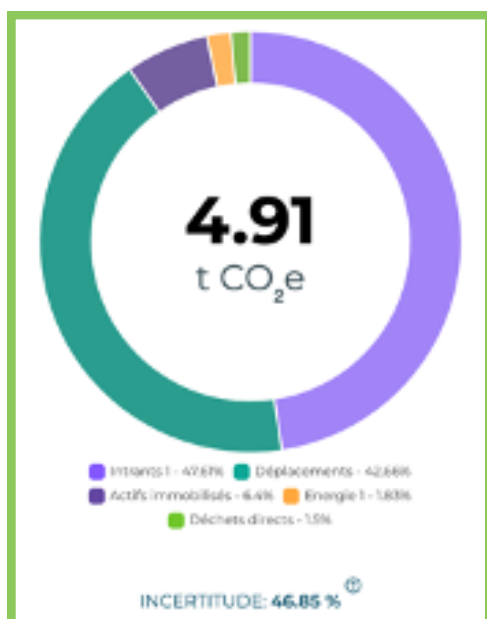
The transition to sustainable behaviors is a shared journey. This is why A Beautiful Green collaborates with several partners who also want to be part of the change. We are a member of THE SHIFT, the meeting point for sustainable development in Belgium. We are also a member of IMS Luxembourg, a network of responsible entrepreneurs in Luxembourg.

Our founder, Cintia Procaci, is a CSR strategy expert approved by the INDR, the National Institute for Sustainable Development and Corporate Social Responsibility of Luxembourg. Last but not least, the A Beautiful Green team is made up of B Leaders, consultants who wish to guide companies in B Corp certification.



5. ENVIRONMENT

To gain a clear vision of its environmental impact, a responsible business needs to calculate its carbon footprint. In collaboration with Tapio, a Belgian B Corp certified company, we have not only determined a carbon footprint for 2023, but also obtained valuable environmental indicators for the rest of our actions. This data provides a solid basis for setting reduction targets, allowing us to implement specific initiatives to minimize our ecological impact.



Environmental

All the following practices are requirements set out in our internal environmental policy. The policy helps raise team awareness by highlighting responsible actions both in the office and when teleworking, thus promoting an eco-conscious corporate culture. By encouraging the use of eco-responsible suppliers, this policy is part of a holistic approach, aligning commercial practices with the company's environmental values.

Reduction targets

To convert results into tangible actions, we implement post-carbon reduction targets. By using previous data as environmental indicators to monitor and renew periodically, we can evaluate our performance over the years. Even with a relatively modest carbon footprint, we must find solutions to reduce our footprint, thereby aligning ourselves with our sustainable commitments and gradually contributing to a more positive environmental impact.

After our carbon assessment, we agreed within the team to integrate the following reduction objectives:

Increase use of public transportation

Encourage employees and find alternative solutions allowing them to use public transport for business trips.

Energy efficient equipment

Continue to prioritize the use of energy efficient IT equipment and consider upgrades to more efficient models.

Collaboration with office spaces

Actively collaborate with office space providers to improve their carbon footprint.

Local purchasing policy

Strengthen the responsible purchasing policy by further favoring local suppliers and preferring products manufactured nearby.

Training and awareness

Set up regular training sessions on sustainable practices to increase employee awareness and encourage them to adopt eco-responsible behavior.

Raise employee awareness of eco-friendly actions related to the responsible use of digital technology.

6. CUSTOMERS

Our company's core mission is an exciting one: helping companies integrate sustainability practices into their overall strategy, thereby driving a true sustainable revolution. We consider our customers to be key stakeholders in this collective approach. Their feedback is of particular importance, guiding our efforts towards positive impact and excellence. Fueled by the constant desire for improvement, we work tirelessly to refine our services, seeking to provide a positive experience during each project, aligned with our commitment to sustainability.

Strategy meetings

The establishment of meeting systems between employees which promote brainstorming, the exchange of ideas and the integration of individual feedback, is of capital importance for the collaborative and inclusive evolution of a company. These meetings create an environment conducive to innovation, diversity of perspectives and a participatory corporate culture. It is also crucial to integrate environmental and social considerations into meeting agendas to align discussions with a company's responsible commitments, thus encouraging decisions oriented towards sustainability and collective well-being. A Beautiful Green conducts those meetings quarterly in addition to weekly update meetings.

Improvement of services and company mission

We aim to constantly improve our services, guided by several key factors. The integration of customer feedback is at the heart of this approach, allowing us to adjust our services based on real-life feedback from those we serve. We also remain vigilant to changing market demands, adapting quickly to remain relevant and competent in our consultancy offering. In this changing field, we are committed to aligning our services with new issues and associated legislation, ensuring expertise that is always current and in line with emerging standards. Each project and customer is unique to us, with distinct needs. Our holistic approach seeks to create a unique and engaging experience, personalized for each customer, demonstrating our commitment to in-depth understanding and quality service.

We send a satisfaction questionnaire at the end of each mission, taking into account all customer feedback in order to refine our approach. Our commitment goes beyond the present moment, with long-term monitoring of our projects enabling us to discern the positive impact over time. Sustainable development requires collaboration, and the consolidation of a community of responsible entrepreneurs is vital for us to progress towards a common positive impact. This is reflected in our desire to create synergies within these communities, promoting the exchange of experiences and best practices. We firmly believe that this collaborative commitment is essential to propel sustainable development towards new horizons, where each company can contribute significantly to a more responsible and harmonious future.

Customers Testimonials

"Cintia is super professional and personable, explaining everything in a simple way so everyone understands. Her meticulous planning and sound advice play a central role in successfully navigating any project, whether it's ensuring implementing a global strategy or pursuing certifications such as ESR or B Corp. Personally, I wouldn't trust anyone else to do it as well as her." - Charlotte Wallace, Business Support Manager and CSR



"It was an absolute pleasure working with Cintia and I highly recommend her! She is a great expert on sustainability and can really help your organization's efforts in this regard, as she did for us." - Noah Klug, Managing Shareholder.

"A Beautiful Green was a constant companion for us, they supported us, motivated us, advised us throughout the process and long after, continuing to answer our questions during the implementation of new sustainable initiatives. " -Elise Timmermans, Project Manager.



"Elora and Cintia helped us from the start to review our ways of working and our practices. They enabled us to ask ourselves the right questions, whether about our customer relationships, our teams' processes or the impact of our projects on the ground. Above all, they really pushed us to be as transparent as possible with our team and our customers and to be open to feedback, which can be scary at first! This now allows us to better adapt and improve." - Julia Terlet, Co-Founder and Director, Behaviour Change

7. FUTURE GOALS

Setting improvement goals for ourselves is essential to growing the positive impact of our company. Our commitments are constantly evolving, and we are always looking to expand our positive impact in direct and indirect ways. By integrating several social, environmental and economic performance indicators into our daily decisions, we ensure the sustainability of our activity while promoting the continuous improvement of our impact. With certifications, labels, and adherence to charters and pacts, we are responsible for our actions, guaranteeing compliance with best practices with regards to the environment, diversity and inclusion, human rights and as an employer. Inspired by our customers and members of our diverse communities, we strive to innovate and set ambitious goals, creating a dynamic of continuous improvement within our responsible business.

Our objectives for 2024 and 2025:

- **Renewal of B Corp certification**
- **Renewal of the ESR Label**
- **Continue awareness-raising work with businesses**
- **Growing the B Corp and ESR communities in Luxembourg and Belgium**
- **Raise awareness among our suppliers about our sustainable commitments**
- **Achieve our carbon footprint reduction targets**

ACKNOWLEDGEMENTS

We would like to express our deepest gratitude to all our stakeholders for their unwavering support.

Thank you to our employees for their dedication and continued efforts to advance the sustainable impact of A Beautiful Green, in particular to our CSR Manager, whose commitment has played a crucial role in advancing our impact.

We also thank our partners for their valuable support in this sustainable community.

Finally, a big thank you to our customers for their trust and loyalty, which allows us to pursue our mission with passion and determination.

We hope to continue our momentum and further improve our impact in the years to come.

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