

CSR POLICY GROUP QHSE*



OUR MISSION

To empower every child to change the world with their own hands.

Our collaborators —creative children and responsible adults— foster this mission daily to **make Maped's product offering and values prevail.**

Maped's model is based on...

Developing long-lasting school, **edutainment**, and **mobile accessories** that support the developing child.

Understanding that continuously improving our impact on the environment and our local regions is **non-negotiable.**

Guaranteeing employee **development** and the **satisfaction** of our distributors, customers, users, and partners.

And in reality? We are **agile**, navigating between continuous operational improvement and our **AUDACE 2025** business transformation project.

WHAT ABOUT OUR ACTIONS
AND AMBITIONS?

ACCESSIBILITY OF OUR OFFER

Because we pay attention to the quality of fundamental academic learning, we are committed to adapting our offer to as many children as possible to **encourage them to develop their full potential.** More mobilised and determined than ever!



The proof is here: Our **“MAPED For The Many”** project aims to bring **long-lasting and affordable** school supplies to markets worldwide.

URGENT! WE ONLY HAVE ONE PLANET!

Our commitments to climate change

By 2026, reduce our carbon footprint by **30%** compared to our 2018 operations.

By 2050, actively contribute to climate protection and to the many sustainable development goals set by the UN by integrating the SBTi* approach and by continuing to challenge our carbon reduction targets.



We aim to offer even more **Waouh! Wonderful, Affective, Original, Useful, and Healthy**— must never ignore the fact that our products represent **more than 2/3** of our carbon impact.

*SBTi : Science-based Target Initiative

This is why we systematically eco-design and reinvent our products, processes, and packaging by:

- improving functional and emotional sustainability,
- searching for innovative and low-impact materials from renewable resources, recycled, or FSC-certified™*,
- reducing the consumption of our processes and equipment while maintaining optimal performance,
- sustainably managing product end-of-life,
- working on product-service systems and the circular economy,
- maintaining permanent technological intelligence,
- recurrently using low-carbon transport.

Our goals by 2026? Ensure that...

- 100%** of our new developments are eco-designed.
- 100%** of our product categories include an eco-designed offer.
- 30%** of our offer in value is eco-designed.
- 100%** of our packaging is made of recycled and recyclable materials.

By 2029, we aim to achieve...

An average of **more than 50%** recycled materials or alternatives to plastic in our products.



*FSC™ - C156374 – www.fsc.org

DEVELOPING OUR POSITIVE IMPACT ON LOCAL REGIONS



Maped participates in developing local regions by supporting **associations** and encouraging local **professional and academic partnerships**.

We control our supply chains and maintain **honest** business practices regardless of where we operate. As a result, **99%** of our finished product purchases are **BSCI*certified** in accordance with the ten pillars of its code of conduct (e.g., fair remuneration, decent working hours, health and safety, etc.).

Our goals by 2026

Maintain this level of coverage and reach a **minimum C-grade rating**.

We also ask our partners to commit to the **BEPI** environmental self-assessment process** based on 12 pillars (e.g. waste management, biodiversity, prevention of water and air pollution, etc.).

Our goal by 2026

Reach over **85%** of our finished products suppliers (in purchase turnover) covered by BEPI.

In addition, our:

- **Sustainable Purchasing Policy** guides us to make our purchases more viable, reasoned, and sustainable.
- **Travel Policy** helps us make our travel more sustainable.
- **The energy-saving plan** pushes us to optimise our energy costs and consumption. We are also committed to increasing our share of locally sourced green energy. Our goals by 2026: Cover 20% of our needs in renewable energy and reduce our on-site energy consumption by 20% (at constant scope).

Our goals by 2026

Cover **20%** of our needs in renewable energy

Reduce our on-site energy consumption by **20%** (at constant scope).

We also believe we are responsible for contributing positively to **biodiversity** and preserving **aquatic environments and forests**. For example, Maped supports the Kinomé (www.kinome.fr), a French association participating in reforestation and environmental education for children in France and abroad.



ACCELERATING IMPROVEMENT

92,5%

is our **average 2022 customer satisfaction rate** established during social and quality audits carried out throughout our sites.



Our goals by 2026

Achieve a **100%** satisfaction rate during audits and maintain a minimum average score of **80%**.

Our teams work with school teachers to test, develop and co-create school supplies and writing products **that meet children's needs.**



Our industrial excellence is based on a strong culture of continuous improvement:

- By monitoring regulations and complying with international standards to reassure our stakeholders,
- By standardising and integrating 100% of our processes into the Quality Management System,
- By continuing our work on our ambitious performance indicators supported by our ISO 14001 (environment) & ISO 45001 (safety) certifications,
- By rigorously analysing our industrial sites' environmental, health, and safety risks.

Our goals by 2026

Reduce water consumption at our sites by **12%** at constant scope.

Reach at least **20%** of water from reclaimed or recycled sources for on-site sanitary facilities.

Reach **95%** recycled or recovered waste.



COLLABORATORS CONSUMERS AND CUSTOMERS

Although we remain young at heart, our employees' **physical and mental well-being** is a priority. Because we are aware of the importance of guaranteeing safety, we strive to reduce risks and improve working conditions every day. This includes providing **healthy facilities** that respect our **air quality policy**.



We consult with our stakeholders, listen to our whistleblowers, and invite them to co-build 100% of the actions we implement after accidents, near misses, and non-conformities. Regarding the quality of work life, we **constantly challenge ourselves** and promote the idea that a company open to difference and diversity **encourages individual and collective fulfilment**.

Our health and safety goals

Strive for a **zero-accident** rate.

Carry out **100%** of regulatory training and mandatory periodic inspections.

We are committed to using common sense and doing our best to **facilitate everyone's job** through training, mutual aid, expert support with key users, and efficiency of our work tools through handling aids to fight musculoskeletal conditions, MAPEDIA, etc.



EDUCATION

It is the last letter of **AUDACE**, but it is the **mother of all of Maped's battles** in supporting learning and growing children.



Supported by our **corporate philanthropy policy**, our **1% for Education Endowment Fund** dedicates 1% of sales from our core products to finance initiatives in countries where we operate. Ensuring access to education and encouraging children to reach their potential are pillars of our mission.

www.one-percent-for-education.org



Our goal by 2026

To have donated **€500,000** to associations worldwide.

Romain Lacroix, Antoine Lacroix, the Management Committee and the QHSE team

Tomorrow is
in your hands.

