

# Sustainability Report

Version 1.1  
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## Message from the Management Team

At Gift Campaign, we are committed to a business model that combines results with responsibility, because we are convinced that sustainable growth is not only longer-lasting but also smarter.

We believe that good ESG policies not only create value for society and the environment, but also for Gift Campaign and our clients. They help us make better decisions, collaborate with suppliers who share our principles, and offer our teams and clients a coherent and purposeful proposition.

Our goal is clear: to provide attractive, useful, and durable merchandise that is actually used. We do not believe in promotions that end up in the bin after a single use. We are convinced that the future of our sector lies in being more responsible and sustainable. And we are not alone: more and more clients are requesting sustainable products, they want to work with companies with strong ESG policies, and regulations are becoming increasingly demanding.

For all these reasons, we decided to embark on this journey. One of our first commitments was joining the United Nations Global Compact and aligning our actions with four Sustainable Development Goals (SDGs) closely related to our daily activities: SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals).

To put these commitments into practice, we have adopted the EcoVadis ESG methodology, which structures our strategy around four key areas: environment, sustainable procurement, labour practices and human rights, and ethics. This framework allows us to measure our results and benchmark against the market, with the ambition of being among the best.

Today, we are especially pleased to present our first sustainability report. A document that reflects the path we have begun, provides transparency about our future commitment, and records the results achieved so far.

A handwritten signature in blue ink, appearing to read "Diederik de Koning".

Diederik de Koning  
Director and Co-Founder

## About Gift Campaign

### Our Essence and Journey

Gift Campaign is an e-commerce company specialising in the sale of personalised merchandise for businesses. In recent years, it has been one of the fastest-growing companies in the sector at a European level.

Founded in 2014 in Barcelona by two industry professionals who asked themselves a simple but ambitious question—"How can we improve the merchandising purchasing process and help companies make a difference?"—what started 11 years ago on the living room table of one of the founders is today a company with an online presence in seven European markets: Spain, Portugal, France, Italy, the Netherlands, Germany, and the United Kingdom.

Our model combines the best of the digital environment with the closeness of personalised service. Clients can manage their orders 100% online—quickly, easily, and conveniently—while having the support of a dedicated contact person throughout the process: from product selection to delivery and after-sales.

Additionally, we offer one of the widest collections on the market, with thousands of options adapted to all sectors and needs. Sustainability is part of our business strategy: we are committed to attractive, useful, durable, and responsible merchandise, and we work with our suppliers to improve the environmental and social impact of our collections.

We prioritise speed in printing and delivery, all at very competitive prices, because we believe quality does not have to come at a high cost.

## Key Figures

Annual revenue: €22,000,000+  
Number of employees: 71  
Number of countries with an online presence: 7  
Number of clients: 37,000+  
Number of annual orders: 41,000+  
Number of products in collection: 65,000+

\* Key figures as of 31/12/2024, excluding products in collection (July 2025)

## Strategy and Commitments

Within our ESG strategy, we have decided to focus on four Sustainable Development Goals (SDGs) closely linked to our activity. We believe these are the areas where we have the greatest capacity for influence and, therefore, where we can generate real impact.

### SDG 8: Decent Work and Economic Growth

We want Gift Campaign to be an excellent place to work for everyone—a place where people are valued for what they achieve, not who they are. To ensure we are on the right track, we measure this annually through the Great Place to Work survey, monitoring our equality plan, and performance evaluations. From our suppliers, we expect fair, legal, and ethical working conditions, and for them to take steps to ensure transparency and guarantee the same throughout the supply chain.

### SDG 12: Responsible Consumption and Production

We are right in the middle: between those who manufacture and those who purchase. This gives us a dual responsibility—and a dual opportunity—to push both sides towards more conscious consumption.

We aim to create greater transparency regarding the sustainability and life cycle of each product: from materials used and available certifications to its carbon footprint. To achieve this, we will work closely with our suppliers to incorporate this information on our website and give more visibility to sustainable products.

This information will not only help our clients make more informed decisions, but will also allow us to measure the actual percentage of sustainable products we offer and define concrete strategies to increase it.

Furthermore, we want to advance towards a more responsible supply chain. To do this, we will establish an evaluation system to analyse the social and environmental impact of our suppliers and prioritise those who share our values and commitments. We want responsible choices to be easier for everyone.

### **SDG 13: Climate Action**

Our climate strategy focuses on two key areas: emission reduction and responsible waste management.

To act responsibly, you first have to measure. We have already started calculating our carbon footprint for scopes 1 and 2, but we can still improve data quality, deepen the analysis, and begin quantifying scope 3 emissions. Our short-term goal is clear: make data-driven decisions to offset emissions we cannot yet avoid and move towards carbon neutrality. In the medium term, we aim to explore possibilities to become a Net Zero company.

Regarding waste, our commitment is to minimize what we generate—both in offices and in processes linked to returns—and offset what we cannot avoid. We are developing strategies to reuse, donate, or recycle waste wherever possible and establish external collaborations to offset the remaining impact.

Regarding water consumption, we currently only use water for daily office use, in very small quantities. For this reason, we have not prioritised this aspect in our environmental strategy. However, if we identify opportunities in the future to reduce or better manage our own consumption or that of our supply chain, we will include it as a line of action.

### **SDG 17: Partnerships for the Goals**

We start with what is within our reach. A better world begins with ourselves, and that is what we are working on. But we know that much of the impact is not generated directly by us, but by the rest of the supply chain. Therefore, we will collaborate with our suppliers to increase the available sustainability information and work together to raise the proportion of responsible products in their collections. Additionally, we will rely on external companies such as EcoVadis and Great Place to Work to measure our progress, and we will seek NGOs to collaborate on climate compensation and social improvement initiatives.

We also believe that sectoral progress requires organisation, collaboration, and professionalism. That is why we actively participate in promotional gift sector associations, such as PSI (Germany), FYVAR (Spain), PPP (Netherlands), and Assoprom (Italy). These are spaces where we share learnings, promote best practices, and work to advance the sector towards greater sustainability.

### **Putting the SDGs into Action**

To translate our commitment to the Sustainable Development Goals (SDGs) into real actions, Gift Campaign has chosen the EcoVadis methodology and structured our strategy around four key areas:

1. Environment
2. Sustainable Procurement
3. Labour Practices and Human Rights
4. Ethics

Each area addresses the SDGs in a concrete way, integrating them into daily activities and decision-making processes.

## Environment

At Gift Campaign, we understand that our growth cannot be separated from respect for the environment. That is why we have designed an environmental strategy aimed at genuinely and measurably reducing our ecological impact, both in our internal operations and across the entire value chain.

This strategy addresses the following areas:

- Emission reduction: with the goal of achieving net-zero carbon footprint for scopes 1 and 2 by 31/12/2026, and moving towards a full calculation (scopes 1, 2, and 3).
- Waste management: measuring waste generated per employee and seeking ways to reuse or donate returned items.
- Environmental offsetting: collaborating with external projects that help mitigate impacts we cannot yet avoid.

This work directly contributes to SDG 13 (Climate Action), by making data-driven decisions to reduce our environmental footprint and promote climate-responsible practices. At the same time, it drives SDG 12 (Responsible Consumption and Production), encouraging responsibility in consumption both internally and for our clients, by providing access to more sustainable options.

## Sustainable Procurement

We know that much of our environmental and social impact is generated through purchasing decisions. Therefore, we have developed a sustainable procurement policy to guide our relationships with suppliers and define clear criteria for selecting products aligned with our values.

We evaluate aspects such as:

- Use of recycled materials and the product's environmental footprint.
- Sustainability of packaging and logistical efficiency.
- Compliance with fair labour conditions, occupational health and safety, and social inclusion.

- Presence of environmental or social certifications, as well as continuous improvement plans.
- Responsible consumption: ensuring products meet safety and health standards, and providing clear information to facilitate sustainable choices.

Beyond formal compliance, we particularly value transparency and verifiable commitment. To achieve this, we use tools such as ESG questionnaires, documentation review, signing our Supplier Code of Conduct, and regular KPI monitoring.

Through this area, we address SDG 12, promoting responsible consumption through a more sustainable and transparent offering, and SDG 17, building strategic partnerships based on dialogue, trust, and joint improvement across the supply chain.

## Labour Practices and Human Rights

We believe that developing people is essential to building an ethical and sustainable company. Our People Policy is based on Human Rights, the principles of the United Nations Global Compact, and ILO conventions, defining the framework to ensure dignified, safe, and equitable working conditions.

Our actions focus on:

- Health and safety: aiming for zero accidents through preventive actions, training, and periodic reviews.
- Diversity and equality: implementing protocols to ensure a discrimination-free environment and promoting diverse and balanced teams.
- Training and development: through career plans, performance evaluations, and real opportunities for internal promotion.
- Working conditions and well-being: fostering satisfaction and engagement with the company, promoting a positive culture and low turnover.

This strategy is led by the HR team with active support from management and all teams. It contributes to SDG 8 (Decent Work and Economic Growth), by creating safe, motivating environments with real development opportunities, and SDG 17,

by building internal relationships based on respect, listening, and continuous collaboration.

## Ethics

Ethics form the foundation for all our decisions, relationships, and corporate culture. Our Code of Ethics establishes the standards of behaviour guiding our actions both inside and outside the company.

We have:

- Specific training to raise awareness among all teams.
- Internal protocols to prevent malpractice.
- Confidential and accessible reporting channels.
- Risk assessments and periodic reviews.

The Compliance Officer leads the code's implementation and ensures a fair, professional, and discrimination-free workplace, coordinating with equality, HR, and management teams.

Through this strategy, we contribute to SDG 8, promoting an ethical and inclusive work culture; SDG 12, driving value-based purchasing and consumption decisions; and SDG 17, building relationships with suppliers and clients grounded in integrity and trust.

## Certifications and Initiatives

We believe that commitment must be demonstrable. That is why we participate in certifications and initiatives that help us measure what we do, identify areas for improvement, and benchmark against real standards, not just good intentions.

- **EcoVadis:** We are an EcoVadis Committed company. Our first assessment has been completed, and we are working on results to improve. Our goal is clear: progress year by year and achieve a medal in the next review.
- **ISO 9001:** We hold ISO 9001 quality management certification, ensuring we operate with well-defined, continuously improving processes, which also

translates into efficiency and operational responsibility.

- **ISO 14001:** We are certified in ISO 14001 environmental management. This standard helps structure and systematise our actions to reduce impact and comply with environmental legal and operational requirements.
- **UN Global Compact Membership:** We have joined the United Nations Global Compact to align our operations with its ten principles on human rights, labour, environment, and anti-corruption, reinforcing our commitment to ethical and responsible management.
- **Great Place to Work:** For the second consecutive year, Gift Campaign has been certified as a Great Place to Work. This certification is not an award; it confirms that the environment we aim to create is working and is a tool for continuous improvement.
- **External recycling and collection:** We collaborate with an authorised waste management company to collect and recycle specific waste (such as coffee capsules and electronic equipment), ensuring responsible treatment in line with current regulations.

## Environment

In the environmental area, important milestones have already been achieved, such as obtaining ISO 14001 certification, recognising the effectiveness of our environmental management system.

In 2024, we began calculating our carbon footprint for scopes 1 and 2 for the first time, establishing a baseline to define our roadmap for achieving net-zero emissions (scopes 1-2) by 31/12/2026.

Additionally, we initiated a more systematic collection of office waste data. For example, we now have a single-use plastics elimination policy.

To improve our environmental impact, we have defined the following objectives and indicators related to emission reduction and waste management:

## Reducing Emissions

**Objective:** Reduce our carbon footprint (scopes 1+2) from 4.37 t CO<sub>2</sub>e (2024 baseline) to 0 by 31/12/2026.

KPI		2023	2024
CO <sub>2</sub> equivalent (t CO <sub>2</sub> e) scopes 1-2		4.29	4.37
Total energy consumption (kWh)		35,615	37,042
Percentage of renewable energy		56%	57%

**Objective:** Improve the mapping of our Scope 1–3 carbon footprint and, based on this, define a realistic roadmap by 31/12/2026 to reduce our carbon footprint as much as possible.

KPI		2023	2024
CO <sub>2</sub> equivalent (t CO <sub>2</sub> e) scopes 1–3		–	–

<sup>1</sup> The GHG calculation was carried out using the official MITECO Carbon Footprint tool, based on the GHG Protocol and ISO 14064-1, ensuring traceability and alignment with recognised international standards.

## Reducing Waste

**Objective:** Maintain the volume of office waste generated per employee at a level equal to or below 2024 levels (kg/FTE/year) until the end of 2026.

KPI	2023	2024
Total volume of waste generated (kg/FTE/year)	89	78
Total paper and cardboard generated (kg/FTE/year, recycled)	2.8	2.2
Total plastic generated (kg/FTE/year, recycled)	4	3.6
Total coffee capsules generated (kg/FTE/year, recycled)	2.5	2.2
Total organic waste generated (kg/FTE/year)	78	69
Total battery waste generated (kg/FTE/year, hazardous)	0.87	0.77
Total toner cartridge waste (kg/FTE/year, hazardous)	0.24	0.21
Total electronic waste (kg/FTE/year, WEEE)	0	0.25

In the environmental area, we focus on directly reducing our impact through efficient resource use, responsible mobility, and promoting certifications that reinforce our sustainability commitment. Some examples of achievements:

- **ISO 14001:** Certification in environmental management, helping us structure and systematise actions to reduce impact and comply with legal and operational requirements.
- **No single-use plastics:** Eliminated disposable bottles and cups in offices; replaced with reusable bottles in welcome packs and ceramic/glass cups in common areas.
- **No company cars:** As a digital company, we minimise travel. We only travel when necessary for fairs or supplier visits, prioritising trains whenever possible.
- **External recycling and collection:** Collaboration with an authorised waste management company to collect and recycle specific waste, such as coffee capsules and electronics, ensuring responsible treatment.

## Sustainable Procurement

In responsible consumption, our actions focus on two key lines: supplier evaluation and identifying sustainable products in our collection.

### Supplier Evaluation

We focused on suppliers providing merchandise for our collection. To prioritise, suppliers are classified into two groups:

- **Type A:** suppliers representing 5% or more of annual purchases
- **Type B:** suppliers representing less than 5% of annual purchases

We have carried out an analysis of the sustainability level of these suppliers, and the results provide us with a solid foundation on which to build. Sixty per cent of our Tier A suppliers hold an EcoVadis bronze medal or higher. Across all our suppliers (Tier A + B), this figure stands at 52.9%.

To continue making progress, in 2025 we will implement an assessment system based on our ESG (environmental and social) criteria. This will allow us to measure supplier performance in greater detail, including suppliers that do not have an EcoVadis scorecard.

In parallel, we have worked to promote more responsible consumption through a more sustainable product offering. Currently, just over 20% of the products sold are made from recycled materials and 34% from renewable materials. We have also classified more than 6,500 products with an environmental or social certification.

However, we are aware that we need a more precise system to assess more accurately the environmental impact of the products we market. During 2025, we will develop this tool, which will enable us to establish more robust technical criteria and define clear targets to continue increasing the proportion of responsible products in our collection.

With all of this as a basis, we have defined the following objectives and indicators, which will set our level of ambition and allow us to measure progress in this area.

## Supplier Assessment

**Objective:** Implement a supplier evaluation system based on ESG criteria (environmental and social) by 31/12/2025.

KPI	2023	2024
% of suppliers with EcoVadis bronze or higher	–	52.94%
% of purchases from suppliers meeting ESG criteria	–	–
% of suppliers with environmental certificates (ISO 14001)	–	35.29%
% of suppliers with social certificates	–	52.94%

**Objective:** Evaluate 100% of Type A suppliers by 31/12/2026, and 100% of all suppliers by 31/12/2027.

KPI	2023	2024
% of Type A suppliers evaluated	0%	0%
% of Type B suppliers evaluated	0%	0%

**Objective:** Ensure more than 75% of suppliers have signed our Supplier Code of Conduct by 31/12/2026.

KPI	2023	2024
% of Type A suppliers signed	0%	0%
% of Type B suppliers signed	0%	0%

## Responsible Consumption

**Objective:** Develop a system to evaluate the environmental impact of our products by 31/12/2025. Set concrete targets for the proportion of responsible/sustainable products in our collection by 31/12/2026.

KPI	2023	2024
% of products made with recycled materials*	–	20.67%
% of products made with renewable materials*	–	34.34%
Number of products with certifications*	–	6,517

KPIs calculated with the current product collection (June 2025).

**Objective:** Maintain zero consumer safety and health incidents annually.

KPI	2023	2024
Number of products withdrawn for non-compliance with EU legislation	0	1
Number of market withdrawal campaigns for safety/health reasons	0	0
Number of safety/health incidents reported by clients	0	1

## Labour Practices and Human Rights

We continue to promote a people-centred organisational culture based on equality, inclusion, and professional development. For the second consecutive year, we renewed our Great Place to Work certification with a score of 89%. This recognition validates our efforts to build a positive and motivating work environment.

We maintain an active Equality Plan monitored jointly by HR and Management and continue to strengthen performance evaluation, ongoing training, and career plans as key tools for internal growth. To evaluate our progress, we measure goal achievement through key indicators focused on satisfaction, job stability, equality, and professional development.

## Conditions & Satisfaction

**Objective:** Increase annually the % of employees who consider Gift Campaign an excellent place to work (GPTW).

KPI	2023	2024
% of employees who consider Gift Campaign an excellent workplace	78%	89%
% of employees who participated in the survey	95%	89%

**Objective:** Annual review of HR policy with participation from the HR team and possible employee representatives.

KPI	2023	2024
HR policy review (annually)	No	Yes

**Objective:** Achieve 95% permanent contracts in the workforce by the end of 2025.

KPI	2023	2024
% of permanent contracts	98%	100%
Turnover %	8%	22%

**Objective:** 100% of overtime hours compensated by the end of 2025.

KPI	2023	2024
% of overtime hours compensated	100%	100%

## Diversity & Equality

**Objective:** Provide specific training on equality and harassment prevention to 100% of personnel before 2026.

KPI	2023	2024
% of personnel trained in equality and harassment prevention	0%	80%

**Objective:** Achieve a gender pay gap of <5% per professional category.

KPI	2023	2024
Gender pay gap %	1%	1%
% of women in the workforce	68%	69%
% of women in leadership roles	75%	76%

**Objective:** Achieve a gender balance ratio of 0.8–1.2 by 2025.

KPI	2023	2024
Gender balance ratio	2.13	1.57
% of employees by gender	68.1% M – 31.9% F	61.2% M – 38.8% F

**Objective:** Maintain 0 cases of discrimination and/or harassment per year.

KPI	2023	2024
Number of harassment cases	1	1

## Training and Development

**Objective:** Increase the number of horizontal/vertical movements within the organisation by 7% annually until 2025.

KPI	2023	2024
Internal mobility: number of promotions	3	6

**Objective:** Achieve a minimum average of 20 hours of training per person annually by 2026.

KPI	2023	2024
Average hours of training per person	0.89h/p	4.34h/p
% of employees with a training plan	100%	100%

**Objective:** 100% of personnel to receive an annual review in 2026.

KPI	2023	2024
% of personnel receiving annual review	100%	100%
% of team leaders trained on conducting annual reviews	50%	70%

## Health and Safety

**Objective:** 100% of personnel trained in occupational risk prevention (ORP) before the end of 2025.

KPI	2023	2024
% of personnel trained in ORP	100%	100%

**Objective:** 0% workplace accidents per year.

KPI	2023	2024
Number of workplace accidents	0	0

## Key Achievements in Labour Practices

At Gift Campaign, we continue to prioritise our people. Being a service company, our human team is our most valuable resource. Key achievements include:

- **Great Place to Work:** Certified for the second consecutive year, confirming our positive work environment.
- **Equality Plan:** An officially registered plan with ongoing monitoring between HR and Management, ensuring a fair, discrimination-free workplace.

## Ethics

In the ethics area, we have consolidated the implementation of the Code of Ethics as a conduct framework for all personnel and reinforced our compliance mechanisms. We maintain external certification in data protection (GDPR) and have joined the United Nations Global Compact, strengthening our commitment to an ethical, transparent, and human-rights-respecting business culture.

### General Ethics

**Objective:** Ensure 100% of received reports are analysed within 30 days.

KPI	2023	2024
Total reports received via reporting channel	0	0

**Objective:** Ensure 100% of personnel sign the company Code of Ethics by 31/12/2025.

KPI	2023	2024
Number of employees signing compliance declarations/Code of Ethics	0	0

## Prevention of Corruption and Bribery

**Objective:** Ensure 100% of personnel sign the company Code of Ethics by 31/12/2025.

KPI	2023	2024
Total confirmed corruption incidents per year	0	0
% of personnel trained in anti-corruption and bribery	0	87%

## Data Protection

**Objective:** Maintain zero security breaches annually.

KPI	2023	2024
Total security breach incidents per year	0	0
% of personnel trained in cybersecurity	0	

**Objective:** Renew GDPR certificate annually through external audit.

KPI	KPI	2024
GDPR certificate obtained	Yes	Yes

## Ethics Initiatives

- **Christmas “Operation Child”:** In line with our daily mission of connecting people through gifts, we collaborated with Operation Child at Christmas, donating boxes of useful items and toys for every Gift Campaign team member to children in vulnerable situations worldwide.
- **Sant Jordi Initiative:** Collaborated with Hospital Sant Joan de Déu in the “Sant Jordi in Your Organisation” campaign, transforming the traditional Book Day into an opportunity to support social projects and bring culture to those in need.

## **Closing Note from Management**

At Gift Campaign, we are committed to sustainable growth, responsible business practices, and creating value for society, our clients, and our team. This report reflects our journey so far, highlights our key achievements, and sets clear targets for the future. Through measurable KPIs, transparent reporting, and continuous improvement, we aim to remain at the forefront of responsible merchandising in Europe.

A handwritten signature in blue ink, appearing to read "Diederik de Koning".

Diederik de Koning  
Director and Co-founder