



Climate Action Plan

B Corp Alignment: CA (Climate Action)

HelloPrint B.V. · Rotterdam, Netherlands · 2026

1. Introduction

HelloPrint offers a wide range of personalised print and promotional products via an online platform - including flyers, posters, flags, banners and packaging - produced on demand by a network of specialised print partners. Customers order through the webshop; products are made by the print partners and shipped directly to the customer, with HelloPrint managing the carriers.

Our sustainable strategy public purpose: *HelloPrint was built to disrupt the print industry. To become not just the largest, but the most sustainable marketplace for custom print products on earth. Print is a polluting industry. We don't pretend otherwise, and we don't wait for someone else to fix it. We start with ourselves.*

As a medium-sized organisation spread across offices in Rotterdam (Netherlands) and Valencia (Spain), we acknowledge that our greatest climate impact lies not in our own office operations but in our value chain (scope 3): specifically in purchased goods and services, including product materials such as paper and ink, and in the transport of products to our customers. This Climate Action Plan sets out how we measure, reduce and report on our emissions, in line with the global objective of limiting warming to 1.5°C.

2. Commitment

HelloPrint commits to the global objective of limiting warming to 1.5°C and contributes to this in line with SBTi guidelines, with a horizon of –95% emissions by 2050.

3. Current Situation and Emissions

3.1 Scope and boundary

HelloPrint has two office locations: Rotterdam and Valencia. HelloPrint has no own production or storage facilities: products are made by external print partners (e.g. FlyerAlarm) and shipped directly to the customer. Direct operational emissions (scope 1 and 2) are therefore minimal. The material climate impact lies in scope 3, particularly in purchased goods and services (including product materials) and the downstream transport of products to the customer.

3.2 Emission baseline and development

We use **2022 as the base year** for scope 1, scope 2 and all scope 3 categories, with the exception of scope 3.1. For **scope 3.1 (purchased goods and services, including product materials) 2024 applies as the base year**, as this category was only fully mapped from 2025 onwards (see box and appendix).

Emissions per scope (in tCO₂e) and emission intensity per year:

Year	Scope 1	Scope 2	Scope 3	Total	Revenue (€ mln)	Intensity (tCO ₂ e/€ mln)
2022 (base year)	5,33	14,32	2.346,51	2.366,17	65,46	36,15
2023	5,58	18,43	1.729,73	1.753,74	64,37	27,24
2024	4,85	16,47	2.111,08	2.132,40	72,30	29,49
2025	12,56	20,33	9.219,73	9.252,62	78,43	117,97

Note on 2025 comparability. The sharp increase in reported emissions in 2025 reflects methodology and data improvements across all three scopes, rather than a real growth in Helloprint's footprint. For scope 1, lease car emissions are now calculated using updated, more accurate emission factors. The emissions attributed per transaction have nearly doubled while no additional kilometers were driven. For scope 2, electricity consumption from the Valencia office (missing from the 2024 inventory) is now included; correcting 2024 for this gap reduces the year-on-year difference to a few percent. For scope 3, product-level LCA data covering paper, ink and plastics was added for the first time, and these materials account for approximately 86% of scope 3 in 2025 (around 7,900 of 9,220 tCO₂e).

The table below summarises the status per category:

Category	Emissions 2025 (tCO ₂ e)	Intensity 2025 (tCO ₂ e/€ mln)	Status
Scope 1, Mobile combustion	12,56	0,18	Minimal (own vehicles).
Scope 2, Purchased energy	20,33	0,30	
Scope 3.1, Purchased goods and services	8.598,06	126,26	Most material. Base year 2025.
↳ <i>Traded goods / product materials</i>	7.932,40	116,48	Paper (5,666 t), plastics, textiles, metals etc. Added from 2025.
↳ <i>Services and other goods</i>	665,66	9,77	Incl. professional services, Google Ads and software.
Scope 3.4/3.9, Transport	477,21	7,01	Carriers (incl. UPS Netherlands); activity-based.
Scope 3.6, Business travel	110,75	1,63	Flights are activity-based; hotels are still spend-based.
Scope 3.7, Employee commuting	30,70	0,45	Activity-based.
Scope 3.12, End-of-life products	n/a	n/a	Yet to be mapped.
Other scope 3	3,01	0,04	Capital goods, fuel- & energy-related activities, upstream leased assets.
Total	9.252,62	135,87	

4. Goals

Our climate goals focus on the areas where HelloPrint has the most impact and influence: product materials, purchased services, and the transport of products to customers.

Overarching goal.

Based on SBTi guidelines, HelloPrint aims indicatively for:

- approximately 40% reduction by 2030
- 95% reduction by 2050

This applies to scope 1 and 2 on an absolute basis relative to 2022, and for scope 3 as intensity (tCO₂e per million euros of revenue, base year 2022; for scope 3.1 base year 2025).

The SMART goals below translate this ambition into concrete, achievable steps.

#	Goal	What	When	Measurement
1	Map end-of-life products	Calculate emissions from end-of-life processing of sold products (scope 3.12) based on material weights and emission factors per processing route.	Analysis 2026; reduction steps from 2027	Category 3.12 gevuld in Coolset
2	Default sustainable shipping option	Offer customers a more sustainable shipping alternative as standard in the ordering process, to reduce transport intensity.	Implemented in 2027	Sustainable option available; CO ₂ e/€ mln transport tracked
3	Map traded goods and services	Map purchased goods and services from the largest suppliers on an activity-based basis (Google as most important), followed by reduction actions.	Mapped 2026; reduction actions from 2027	Activity-based figure for largest suppliers
4	CO₂ check in procurement decisions	Establish a sustainability and CO ₂ assessment in procurement decisions for the most important material and service categories, so that environmental impact is considered as standard.	Process established in 2027	Assessment incorporated in procurement process
5	Supplier engagement	Yearly sustainability conversations with the largest suppliers (print partners and largest service providers), focused on activity-based data and aligning reduction ambitions.	From 2026, annually	Number of conversations per year
6	Specific reduction percentages per category	<i>Establish reduction percentages per category from 2027 onwards, once the baseline for product materials and services is clearer.</i>	2027	Specific reduction targets in tCO ₂ e/€ mln per sub-scope.

5. Climate Actions

5.1 Products and raw materials

HelloPrint's greatest leverage lies in product materials, primarily paper (approximately 90% of weight), ink and some plastics. By making more conscious choices in materials and suppliers, HelloPrint structurally reduces its indirect climate impact.

- Further develop and embed the CO₂ and sustainability assessment in material procurement (goal 4).
- Conduct sustainability conversations with the largest print partners about their footprint and activity-based data (goal 5).
- Map the end-of-life of products based on material weights (goal 1).
- Offer FSC as the default material choice on the platform
- Replace PVC with rPET as the default material choice for products

5.2 Services and procurement

In addition to product materials, a significant portion of scope 3.1 emissions stems from purchased services and goods for operations. The largest items are professional services and suppliers such as Google (primarily Ads), alongside parties such as Microsourcing and Hanos.

- For the largest suppliers (Google), investigate switching from a spend-based to an activity-based calculation, via their portal or based on ad impressions, in order to gain insight into actual emissions.
- Set reduction targets for the largest service categories from 2027.
- The reduction of outsourcing (Microsourcing, Manila) is expected to lead to an automatic decrease in this category.

5.3 Transport and logistics

HelloPrint has no own logistics operation but manages the carriers and can thereby exert influence on transport emissions. UPS Netherlands is by far the largest carrier; carrier data is already available on an activity basis.

- Offer customers a default sustainable shipping alternative (goal 2).
- Annually track and reduce the CO₂ intensity of transport (tCO₂e per million euros of revenue, and ideally per parcel once volume numbers can be set alongside emissions).
- Compare UPS's reduction strategy against our own ambition and steer towards alignment (see chapter 6, stakeholders).

5.4 Business travel

Business travel is booked via TravelPerk. Flights are already calculated on an activity basis (based on actual kilometres); hotel costs are currently still included on a spend basis, which slightly distorts the picture.

- Continue using and expanding TravelPerk's activity-based travel data to cover the remaining, currently still spend-based items (particularly hotels/accommodation).
- Train over plane when travel time is less than 4 hours; videoconferencing as standard.

5.5 Own operations

The direct operational impact is low, but HelloPrint ensures the basics:

- Maintain green electricity contracts for Rotterdam and Valencia
- Annually monitor district heating and electricity usage; this data has been integrated from 2025 and is also used for annual EMS monitoring.
- Annual commuting survey via the Coolset questionnaire. The mileage reimbursement is already equal for bicycles and cars.
- Annually track office energy consumption (part of the monitoring above).

6. Stakeholder Engagement

Stakeholder	Approach
Print partners / suppliers	Yearly sustainability meetings; request of activity based footprint data; sustainability criteria part of purchasing policy
Carriers (incl. UPS)	Align carriers' reduction strategies with our own ambition and steer towards alignment; jointly reduce CO ₂ per shipment.
Major service providers (incl. Google)	Engage to obtain activity-based emissions data rather than spend-based estimates.
Customers	Offer a default sustainable shipping option and communicate transparently about progress via the website.
Employees	Yearly poll of commute data; engage in/for sustainability initiatives
Coolset (data partner)	Continuous processing and refinement of carbon data and annual update of measurements.
Sector / peers	Participate in relevant industry initiatives around sustainable printing and packaging.

7. Resources

People

Sustainability within HelloPrint is embedded throughout the organisation, and in particular with:

- **Lennaert Koch** (management), ultimately responsible for sustainability.
- **Nick Goudriaan**, VP of Supply & Category
- **Lizzy van der Vlegel** Head of Talent & Culture
- All employees contribute to implementing actions within their own area of work (procurement, product development, operations, communications).

Finance

- Budget for external support with scope 3 measurement and B Corp certification (incl. Coolset and advisory partner).
- Additional costs of sustainable choices are incorporated in product price calculations and supplier selection.

Tools

- Coolset platform for annual data collection and emission calculation.
- Procurement policy and supplier criteria.
- B Corp Impact Assessment as an annual compass.

8. Progress Monitoring and Reporting

- Yearly measurement and reporting of emissions (scope 1, 2 and the available scope 3 categories) via Coolset.
- Yearly EMS monitoring, including energy consumption, district heating and electricity per location.
- Progress on the goals in this plan is published annually via <https://www.helloprint.com/nl-nl/bcorp>
- This Climate Action Plan will be thoroughly reviewed and re-approved by management at least every 36 months. Next review: **June 2029**.

9. Approval

This Climate Action Plan has been established and approved by the Board of HelloPrint. Next review: June 2029. Publicly available via: <https://www.helloprint.com/nl-nl/bcorp>

Appendix – Changes in Emission Measurement

The following changes affect the comparability of the measurement years and are important for interpreting the figures in chapter 3.

Change	From	Explanation
Product materials added to scope 3.1	2025	Product materials (paper, ink, plastics) have been included for the first time from 2025. Previously these were excluded - an exclusion that was set up at some point by an earlier configuration and automatically carried over year by year without documented reason. This is the main cause of the sharp increase in 2025. Base year for this category: 2024.
Energy data per location integrated	2025	District heating (Rotterdam) and electricity from Valencia have been integrated from 2025; in earlier years these were partially missing.
Business travel – mixed methodology	ongoing (since ≥ 2024)	Flights are calculated activity-based (via TravelPerk); hotels and other items are still included spend-based (booked under the ledger 'Travel Expenses, Hotels and Accommodation'), which slightly distorts the picture.

The variation in these years also reflects the evolution in data completeness and methodology, not solely actual changes in emissions.