

# Corporate Social Responsibility Charter

Our social and environmental commitments



# Manifesto

We believe that illuminations bring more than just light to urban areas and living spaces: We believe in their power to amaze, to enlighten and to create fairytales.

The way we design and develop our illuminations incorporates those qualities in every detail. We are committed to produce items of quality whilst doing our utmost to protect both the environment and humanity. Goodwill and an ethical approach are at the heart of our company's beliefs and can be found in all our projects worldwide.

In 1973, Jean-Paul Blachère invented a signature profession that lights up living spaces and cities. He also brought in a true corporate culture. Today, we are more than 400 people all around the world committed to change everyday life for the better.

We want to create beautiful pieces all over the world, for sure, but keeping in mind one of our top priorities: ecoresponsibility. Half of our research and development budget is allocated to new biological materials. We make every effort to limit the impact of our products to protect the planet and this marks just the beginning of our pursuit of eco-responsibility.

We are Blachère and we have been producing illuminations with care and passion for 45 years.

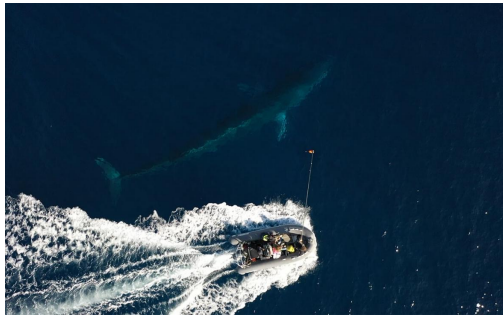
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# We are now a member of the “Entreprendre Pour la Planète” club of WWF France

The “Entreprendre Pour la Planète” club of WWF France brings together committed SMEs sharing the same desire: acting to protect the environment. **We are currently supporting the WWF and its project “REDONNER DU SOUFFLE A LA MEDITERRANNEE”**- dedicated to the protection of marine ecosystems - through our sponsorship.



STOP COLLISION  
PROTECTING LARGE CETACEANS IN THE  
PELAGOS SANCTUARY FOR  
MEDITERRANEAN MARINE MAMMALS

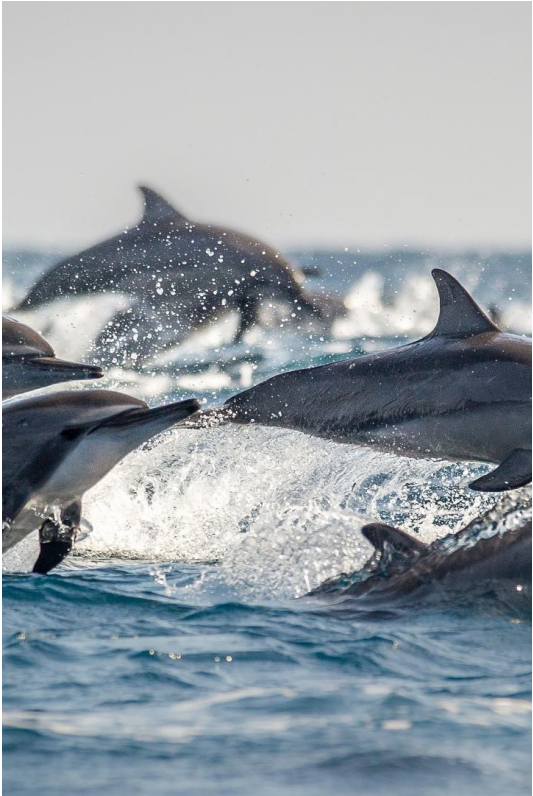


BLUE PANDA & CAP CÉTACÉS:  
RESEARCH ON MEDITERRANEAN MARINE  
MAMMALS



MARINE PROTECTED AREAS:  
SUPPORT FISHERMEN TO ADOPT BETTER  
PRACTICES FOR A SUSTAINABLE FISHING.









# Taking action for the planet

Our commitment to protect the planet isn't just something we talk about. It's been in our DNA for over 10 years.

So, it was only natural that we take the same eco-friendly approach for our clients when creating new solutions for them.

Having been the first to make LEDs the norm, we are now revolutionising our illuminations' structural design thanks to our eco-designed eco-responsible and recyclable materials - allowing us to remove more than 80% of aluminium from our decorations.

Common sense and compassion also underpin how we behave as a business as we aim to significantly and sustainably reduce our carbon footprint.



## ECOLOGICAL DESIGN OF OUR SETS

Protecting the planet: not just an option - our duty.

of life will be the most eco-friendly possible.

We are now revolutionising our illuminations' structural design thanks to our two innovative eco-designed materials: **Bioprint and Recyprint**.

Bioprint is a biodegradable biomaterial made from a biosourced GMO-free sugar cane which is turned into dehydrated bioethanol at a French laboratory.

Recyprint is a material designed from recycled plastic bottles (rPET). For a cleaner planet with less pollution caused by plastics.

Indeed, each year, 500 billions of bottles are produced and about 8 million tons of waste end up in the oceans, forming the 7th continent - a vortex of floating plastics equivalent in size to 1/3 of Europe.

When the Bioprint and Recyprint granules arrive at our workshops in Apt, France, they are dyed with environment-friendly colours. The materials are then injected into our 3D printers which produce colourful and recyclable structures.

These brand new materials allow us to remove more than 80% of aluminium from our 2D decorations, which has a substantial impact on our carbon footprint.

Indeed, our Bioprint and Recyprint manufacturing process emits 10 times less CO<sub>2</sub> than aluminium.

**80%**

Less  
aluminium

**10 fois**

Less carbon  
dioxide

**50%**

of our research and development  
budget allocated to eco-innovations.







## NORDIKA

Who has not dreamed of seeing the tallest Christmas tree in the world? And yet it takes between 30 and 40 years for a natural tree to reach a height of 12 meters. In our effort to avoid participating in deforestation and cutting down these majestic trees, we have invented the Nordika tree.

We are providing our clients with an eco-responsible solution for decorating living spaces for Christmas and New Year's celebrations: majestic fir trees - a classic for Christmas decorating.

Pre-lit with slow-glow lights, easy to assemble and store, our Nordika trees are perfect replicas of their natural cousins, both in their design and their incredibly realistic appearance.

The robust materials used during the manufacturing make it a long-lasting multi-year investment. This tree can be customized, and above all, reused over several seasons.

We have based our environmental approach on a simple principle: saving at least as much carbon emissions as we release to manufacture the Nordika tree.

To do so, we use biocompatible materials that we recycle at the end of their life.  
[more information on the following page]

**3**

Sizes available

**2016**

Year of creation



## CARBON FOOTPRINT

We have based our environmental approach on a simple principle: saving at least as much carbon emissions as released.

To do so, we use only biocompatible materials that we recycle at the end of their life. Since 2002, we only create 100% low-energy LEDs products.

Moreover, we try to limit the energy impact of our products when they are used at our customers' sites, thanks to ORCHESTRA for example. All our illumination control systems provide a better electric resources management; thus contributing to the cities' environmental and sustainable development goals.

Finally, we are also putting our best efforts to reduce the carbon dioxide emissions in our own production and those of our stakeholders. Day after day, we prefer to use trains and boats as for the delivery of our products and the travel of our employees. Moreover, our fleet of occupational vehicles is either hybrid or electric. We use renewable energies [hydraulic, geothermal, wind or solar] to produce electricity.

## WASTE RECYCLING AND DIGITALISATION

At Blachere Illumination, we see waste sorting as a collective and committed action. ESR-Recyclum - an eco-organization approved for the process of professional WEEE - collects and recycles all our garlands and other electrical components used for decorations.

ELISE - a French company pioneer in the sector of domestic waste sorting - is in charge of ours. ELISE's staff are mainly composed of disabled people or people with integration difficulties.

Blachere's employees are therefore made aware of waste sorting in order to reduce our environmental impact as much as possible. This is an integral part of our CSR commitments and our waste recovery rate is 70%.

Since 2020, we have reworked our logo in a monochrome version in order to print our administrative documents in one colour. In addition, we have digitalized most of our marketing tools and administrative documents in order to print less paper. We also use paper from sustainably managed forests and vegetable-based ink for our catalogues.



SO

CIAL





# Taking action for women and men

At Blachere, our goal is to create a social environment giving our employees a true sense of fulfilment, and to enhance the role played by each individual within the group. The quality of working life is a key element of our CSR policy and our corporate foundation reflects our ethical values.



## QUALITY OF WORKING LIFE

Our corporate culture is unique. Jean Paul Blachère has instilled a state of mind and ethical values right from the creation of the company, which have since been perpetuated by management and all employees. With carefully rearranged facilities, adapted equipment, regular renovations and a neat decoration mainly composed of African artworks from the Blachere Foundation - the work spaces are optimized and contribute to the well-being of all.

And this holds true both in normal and challenging times:

Since the beginning of the COVID health crisis, our company's activity has never stopped. Management and our Social and Economic Committee immediately implemented specific adjustments and protective measures.

## TRAINING

We are doing our utmost to help our employees progress, thus fostering their professional and personal growth.

Every year, we invest in the training of our permanent and temporary employees. For example, all our permanent welders are qualified as welders according to the NF-EN-ISO 9606-1 standard to carry out the welding of our aluminium structures by the book. This year, we have raised our standards by training our temporary welders - they can now develop their skills and use them throughout their career.

Besides the training of our employees, every year, we welcome about 20 trainees or participants in work/study programs. Supporting the students, training them and helping them grow - it is in the DNA of our brand. We regularly offer internships in the various departments of our company.

## PROFESSIONAL INTEGRATION

At Blachere, transfer of know-how and professional integration are essential. As part of our partnership with the charity AGEFIPH, 10 disabled workers join our logistics department during the high season. They complete tasks adapted to each of their impediments - the reconditioning of garlands or the preparation of user manuals. Besides these seasonal workshops, 3 disabled people are also part of our staff.





## BLACHERE FOUNDATION

The corporate foundation was created in 2004 by Jean-Paul Blachère. Its ambition: participating in Africa's development by helping contemporary creation and the promotion of its artists.

The art centre is located inside the company, in the heart of the industrial zone where the foundation holds exhibitions and artists in residence.

They also organise creative workshops in Africa and Europe and participate in the major African bi-ennials - including the one in Dakar.

The foundation is in charge of Blachère Collection's art conservation and based on a system of ethical and aesthetic values. It focuses on contemporary art. The Foundation relays the efforts undertaken for a long time by institutions, collectors, gallery owners, critics, journalists - All those who contribute to the recognition of today's artists from the African continent and the Diaspora.

**18000**

Visitors/ year

**46**

Exhibitions since its  
creation

**10**

Artists in residence every  
year



# ECO NOMICS



# Taking action for a more ethical trade

Blachere works every day towards ethical trade. This implies choosing responsible service providers, a respectful production chain and good working conditions, while taking up a major challenge: Remaining competitive and continually improving the quality of our products and services to meet our customers' demands.



## MADE IN FRANCE

The concept of "Made in France's main concern is to remain competitive in a globalized and highly competitive market. Blachère Illumination has achieved this by finding the perfect balance between know-how and industrialization.

Since 2017, we have installed at the company's head office in Apt, Luberon, a machinery equipment composed of 7 wide-format robot printers.

Our robots help us innovate and modernize repetitive and low valueadded tasks, as well as highlight our know-how and expertise for unique "custom-made" parts.

In other words, the time we save in the manufacturing of our standard "ready-to-wear" ranges is dedicated to the manufacturing of unique "haute couture" pieces.

On the one hand we gain efficiency through innovation; and on the other hand we make our unique profession a success. And all this in France!

Thus, we have managed to create a real harmony between our robots and men and women who are empowered and recognized for their work and real know-how. We feel greatly honoured to hold since 2016 the "Label Entreprise du Patrimoine Vivant" [French Label for Living Heritage Companies] which highlights companies with artisanal and industrial know-how as well as French excellence exported abroad

**10**

3D Robot  
Printers

**EPV**

Since  
2016

**x2**

"Haute Couture"  
workshops' workforce  
doubled during high  
season







## **TERRITORIAL ANCHORING**

At Blachere, when possible, we make sure to choose local suppliers and subcontractors in order to foster local distribution channels and territorial anchoring. Being one of the main economic players in the local employment area, we hire more than 150 people during our peak production season.

These actions are also taken by all our international subsidiaries.

## **QUALITY**

We built on our 50 years of experience and 15 years of ISO certification to grow, optimize our processes and create our own system based on quality continuous improvement and monitoring.

Our Quality policy is based on daily commitments:

We ensure compliance with regulatory obligations.

We make sure that our quality commitments and deadlines are respected to satisfy our customers.

We foster creativity and innovation in products, technology and business.

We are continuously seeking improvement, performance and efficiency in our processes, including outsourced ones.

Our strategy is in line with the principles of Corporate Social Responsibility

And finally, we encourage the commitment and responsibility of all our employees in the application of this Quality policy.

## **GOOD BUSINESS PRACTICES**

Ethics is in the DNA of the Blachere Illumination brand.

Our suppliers - particularly Asian suppliers of electrical materials – are committed to respecting human values and against the exploitation of child labour.

We are creating lasting relationships with our suppliers by setting up long-term partnerships and by opting for responsible service providers.