



**SUSTAINABILITY  
REPORT  
2023**

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**Greenmood**



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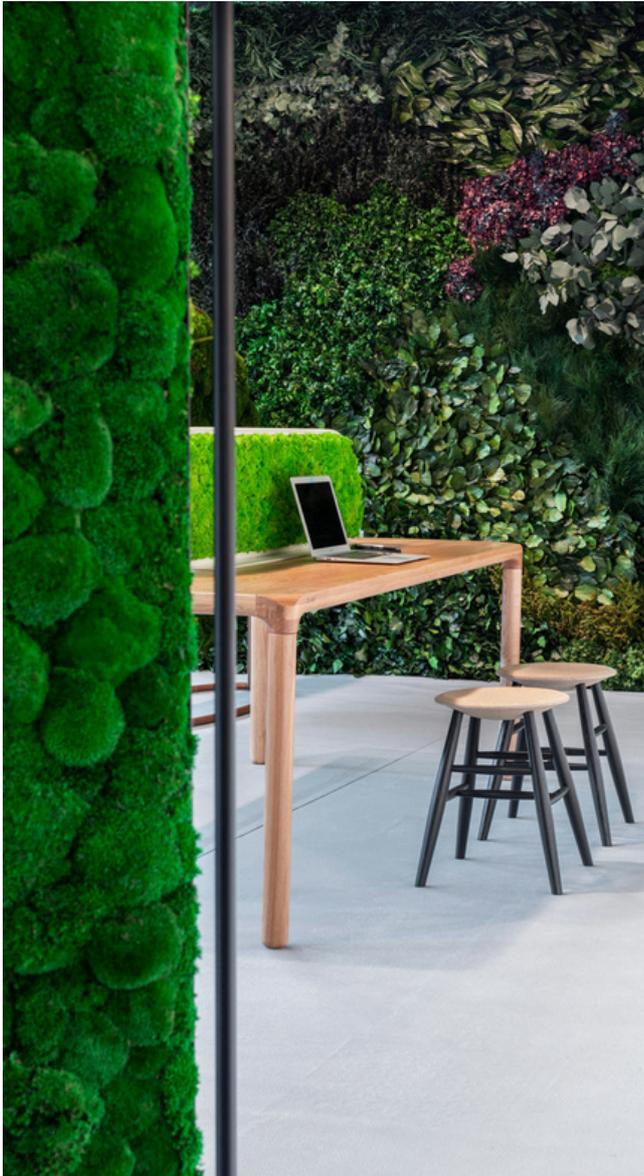
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# INTRODUCTION



*“Our biggest challenge in this new century is to take an idea that seem abstract –sustainable development– and turn it into a reality for all the world’s people.”*

**Kofi Annan**  
**UN Secretary-General**  
**1997 – 2006**

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The leading manufacturer of biophilic elements, at Greenmood we design and produce green walls and other 100% natural acoustic products for indoors to meet the needs of the modern workplace. With a mission to improve well-being through human-centric design. We create solutions for happy and healthy business establishments around the world using a variety of specially preserved greenery. These handcrafted designs reduce noise pollution, add beauty and boost productivity in interior environments including corporate offices, retail shops, homes and public spaces. Above all, they promote a general sense of exhilaration and respect for the natural environment, encouraging a dedication to a more sustainable world.

Biologist Edward O. Wilson first described the concept of biophilic design in his book *Biophilia*. However, the term *biophilia* was coined by philosopher, sociologist and psychoanalyst Eric Fromm to describe “a passionate love of life and all that is alive.” Fromm hypothesized the idea that human beings possess an innate tendency to seek connections with nature. These connections may take the form of cultivating indoor plants and outdoor gardens, taking nature walks, raising pets or just enjoying natural colors and large picture windows with outdoor views. All are attempts to create a sense of balance in our lives by getting closer to nature.

Interestingly enough the biophilic concepts that prompted the founding of Greenmood in 2014 touch on current sustainability goals to create more comfortable and productive work spaces. According to the classic work, *Human Spaces: The Global Impact of Biophilic Design in the Workplace*, “Mimicking natural environments within the workplace creates work spaces that are imbued with positive emotional experiences.”.

# ABOUT US



Founded in 2014 by entrepreneur Sadig Alakbarov in Brussels (Belgium), Greenmood is the result of its founder's entrepreneurial vision, passion for nature and eye for design.

Sadig found that preserved mosses and plants were not only maintenance-free and more cost-effective than living green walls, but they were also as efficient at reducing noise as man-made acoustic materials. Thus began his journey toward bringing the beauty and benefits of nature into shared and public spaces with biophilic design. The result was the innovative artistry of Greenmood's natural acoustic products and custom-made solutions.

As aesthetically pleasing as living plants, our ecologically preserved premium mosses and greenery demand virtually no care for 10 years or more. In addition to our all natural Design Collection line, Greenmood's custom-made projects – such as green walls and logos – can be specially created to promote a brand, enhance an architectural design or support various activities.

Today Greenmood is present in Europe, North America and Asia thanks to our offices, franchises and extensive network of trusted partners, resellers and representatives in the United States, UK, Belgium, France, Germany, Denmark, Italy, Spain, Poland, Romania, Azerbaijan, Taiwan, Hong Kong and South Korea.

# OUR MISSION

The global pandemic brought tremendous changes to our everyday life and work routines. Therefore, we are more committed to bringing the benefits of the natural world into professional and residential spaces, connecting our clients with the beauty of nature wherever they live and work. Each product acts as a durable sound absorber to reduce stressful noise, please the eye and provoke the imagination. By combining multi-tonal and textured moss with natural cork, powder-coated aluminum and wooden panels and frames, we develop high-quality biophilic elements that are ideal for sophisticated corporate interiors, commercial stores, restaurants and residential environments.

According to recent research, over half of modern offices around the globe have no living or preserved plants in their work space to provide a sense of connection with nature. Our acoustic wall fixtures and sustainable standing designs made from natural elements are an ideal way to fill this gap.

In addition, inspired by the sustainability guidelines of ISO26000, we are now seeking better ways to support a greener environment, not only in our offices and our factories, but also in our dealings with employees, vendors and the community.



## CORE VALUES

Our core values exist for the purpose of creating a responsible and caring culture, in which everybody is empowered and has the possibility to make a difference towards a healthy and clean natural environment and human-centered work ethics.

- Honesty in communication and commitments
- Integrity with the team
- Respect for one another
- Politeness towards others
- Biophilia as our motto
- Reuse, repurpose, recycle
- Responsibility for our actions
- Educate people about the importance of biophilia and of keeping a clean, healthy environment
- Support a happy and motivated team spirit
- Engage in community actions
- Design for a better future



## OUR PEOPLE

Our people are very motivated and creative craftsmen in their own right. They range from local gatherers who responsibly handpick the mosses and foliage for our suppliers to the talented designers who skillfully incorporate the aesthetic and acoustic properties of our greenery in high-quality designs, to the production crew who assembles these products, as well as the packers and warehouse employees who carefully fill each and every customer order. They all contribute to our success, and we make every effort to provide them with the best and safest working conditions and pathways to professional growth.



## OUR CLIENTS

Our clients include designers, architects and owners of corporate offices, retail stores, malls, restaurants, hotels, public spaces, residential buildings and private homes. They know that we can customize any of the designs in our collections or even create totally unique installations featuring a company motif or logo. All use our products to create stimulating work environments that foster productivity by reducing distracting sound. They also appreciate our attention to detail, the quality of our craftsmanship and the beauty of our designs.



## OUR VIEW ON SUSTAINABILITY

Most people think about sustainability in terms of the environment outside four walls. But at Greenmood we take a broader, biophilic view. For us, concern about the environment extends to the emotional and physical impact work spaces have on the people employed there.

Research show that 15% of workers have a greater sense of well-being when greenery is part of their environment. Furthermore, incorporating natural elements in the workplace raises productivity by 6% and creativity by 15%.

Clearly using preserved plants in offices helps a company's bottom line as well as the mental health of its employees.

We aim to make a positive impact on the environment by educating our society on the importance of treating it with respect and care, so the future generations can enjoy its intact beauty and benefits that come with a clean, natural environment.

ACCORDING TO RESEARCH CONDUCTED IN WORKSPACES AROUND THE WORLD...

NOISE IMPACTS THE CONCENTRATION AND PRODUCTIVITY OF 69% OF WORKERS GLOBALLY.



20% OF WORKERS VOTED INDOOR PLANTS AMONG THE TOP 5 MOST DESIRED ELEMENTS IN THE OFFICE.



PLANTS BOOST PRODUCTIVITY AND CREATIVITY BY AT LEAST 15% WITHIN THE WORKPLACE.



Source: Human Spaces: The Global Impact of Biophilic Design in the Workplace, 2015

# GREENMOOD IS GUIDED BY THE ISO26000 SUSTAINABILITY STANDARDS

The International Organization for Standardization or ISO, is composed of representatives from 167 organizations charged with setting national standards in various industries. Founded in 1947, it gathers and publishes worldwide technical, industrial and commercial standards. Under its auspices, experts in many fields and industries are able to share their knowledge and develop voluntary consensus-based, market-relevant standards that support and provide innovative solutions to universal challenges.

ISO26000 has set an international standard to assess and address the adoption of key principles which ensure that member organizations and businesses believe in socially responsible practices in seven core areas:



Source: International Organization for Standardization



Here at Greenmood, we support the goals of ISO in all of the above areas. One of the most visible examples of this is the fact that our employees come from all over the world representing various nationalities, religions and cultures. We want everyone to be empowered and have equal opportunities for improvement, that is also why 50% of our management positions are held by women.

It is our priority in respect for human rights, to create a safe and pleasant work environment for our people. In this order we provide them with workspaces filled with natural sunlight, all-time access to drinkable water, coffee, tea and snacks, also giving them flexibility for their lunch break and work hours. We have an open communication policy, in which everybody can speak his mind with no fear of impacting their job.

Other core spheres, that are extremely important for us are: Community Involvement and Development, Labor Practices and the Environment.

# COMMUNITY INVOLVEMENT AND DEVELOPMENT

We strongly support employment and development of employee skills through collaborating with Actiris, the Brussels Regional Employment Office, and Bruxelles Formation, a center for continuing education and training. Both organizations are EU and government-subsidized and have several partnerships and cooperation agreements with private and public institutions alike.

Actiris is mandated to coordinate several public services – such as the Youth Guarantee and the European Social Fund for the Brussels Capital Region – towards ensuring the sustainable integration of young people into the labor market, access to employment for all and active inclusion of the most vulnerable groups in the labor market.

In addition to providing its own educational and vocational training courses, Bruxelles Foundation has a vast network of training partners in order to provide the community with an even larger range of quality courses that are in line with the demands of the labor market. In 2020 alone, Bruxelles Foundation and its partners reportedly trained 13,409 job seekers.

Next to this, our team in the United States creates and facilitates educational webinars for design and architecture firms, that have been certified and approved by ASID, GBCI, IDC, IDCEC, IDS, IIDA and 49 licensing boards. These webinars can be found on the online continuing education platform CEU Events as well as on on-site presentations dealing with biophilic design.



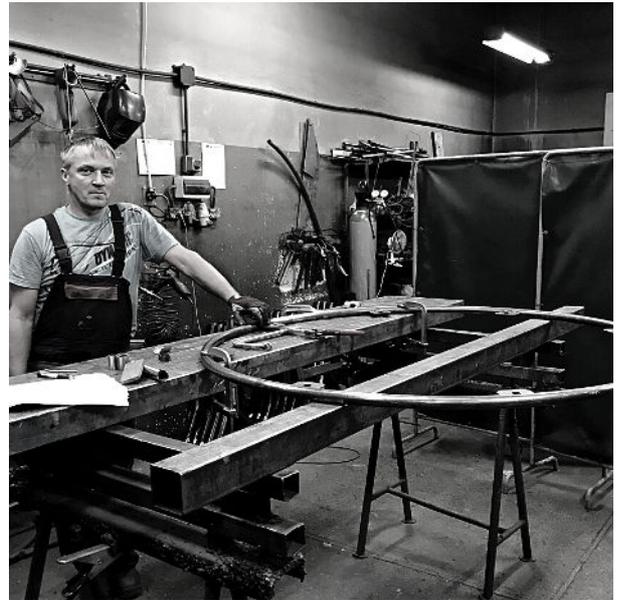
We also strive to support local communities and youth to the greatest extent possible by sponsoring a variety of sport-related events and organizations and fostering healthy lifestyles.

Our actions include the purchase of football equipment for a young, Brussels football team, donating some of our products to training facilities to stimulate people's motivation and performance.

# LABOR PRACTICES

In supporting the ISO's goal of eliminating discrimination and supporting inclusive employment practices, since our founding, we've been committed to fostering a diverse workplace by welcoming individuals of all age groups and social, economic, ethnic, cultural and religious backgrounds.

All our facilities and offices have outstanding safety records. What's more we strive to work exclusively with suppliers who make the well-being of their workers a top priority. These vendors include greeneries in Europe, North America and Africa.



# SUPPORTING A GREENER ENVIRONMENT



We use all natural and non-toxic recyclable materials in our manufacturing process as much as possible to prevent our products from increasing pollution. We are determined to fulfil our commitment to the sustainable use of our resources in every phase of production, from design and packaging to delivery and installation. This includes cooperating with suppliers who substitute for the plants they use in their natural habitats.

Within our own working environments, Greenmood also follows sustainability best practices. Our corporate headquarters is located in the heart of Brussels and features solar panels and glass walls that allow the space to be lit by natural light. Our office and finishing workshop follow a strict protocol for recycling waste, repairing and repurposing our products. All of which significantly reduces our carbon footprint. Moreover, we have replaced all the plastic mugs with reusable ones and installed a dish machine for minimising the water consumption.



## WORKSPACES

Whether they are wall panels, suspensions, fixtures, shelves and desk dividers in open-plan offices, room dividers in meeting areas or custom-made installations in building lobbies, Greenmood products absorb ambient noise, add visual beauty and bring the outdoors inside to promote well-being, productivity and creativity.

**OUR DESIGNS  
SUSTAIN CREATIVITY,  
CALM AND  
CONGENIALITY AT  
WORK AND PLAY.**

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## PUBLIC AREAS

Our Design Collection as well as our custom-made Biophilic Solutions make the beauty of nature a fixture everyone can appreciate and enjoy for years to come.

They are especially suitable for large, crowded spaces like airports, train-stations, town halls, courthouses etc. , where it is extremely difficult to enjoy a moment of silence and find some peace.

Retail spaces, shopping malls, restaurants and more can use Greenmoor's functional designs for shelving and displays to encourage consumer interaction and heighten visitor enjoyment.

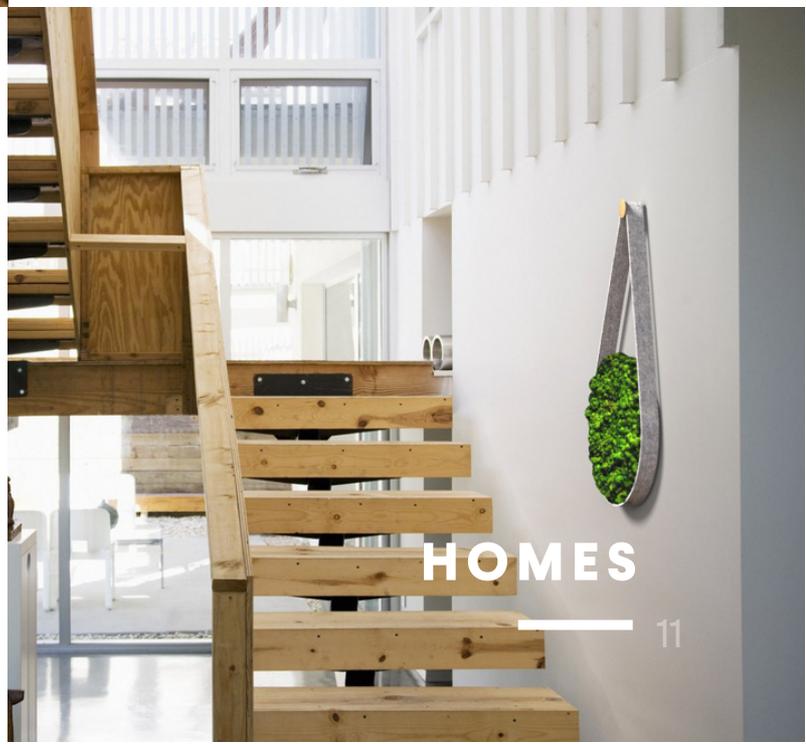


**WE USE NATURAL,  
RECYCLED OR  
REPURPOSED  
MATERIALS IN ALL  
GREENMOOD  
PRODUCTS.**

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Our designers create one-of-a-kind solutions that add a dimension of stunning visual beauty and the feeling of serenity to virtually any home interior, from the living room to the kitchen and bedroom to bathroom.





## OUR MATERIALS

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### PRESERVED PLANTS AND MOSSES

The greenery in all our designs comes from suppliers who are as dedicated to protecting the environment as we are. All these companies strive to support sustainability goals throughout their manufacturing processes – from gathering the plants and mosses to packing and delivering them around the world. This includes responsibly cultivating and maintaining their own forests and fields and employing local workers to hand-gather the plants at their peak.

Our suppliers use only preservatives and dyes made with non-toxic glycerin, food coloring and recycled packing materials to package them. All of them take pride in supporting the farmers, gatherers, craftspeople, distributors and salespeople involved in our quest to turn nature's beauty into acoustic products for homes, offices and public spaces.

Our Reindeer Moss grows in North European forests and is exclusively hand-picked by local producers, in keeping with ancestral sustainable methods respectful of the environment. Naturally fire retardant. For optimal effect, it must be kept indoors and in an environment of a relative humidity of over 35%.

Hand-harvested in European forests, our Ball Moss provides the best acoustic absorption performance among our range of preserved greenery. Certified lab studies show it even performs better than some well-known synthetic solutions.

Finally, our wide variety of plants and 'Forest' foliages are also responsibly sourced, carefully selected, meticulously cleaned and ecologically preserved.



## WOOD

We use natural wood frames and backs in various product designs. Although trees have to be cut down for this use, wood is still considered a highly sustainable material – particularly oak. The majority of European and American oak comes from long-term, renewable forests and there is plenty of supply. In addition, Oak trees absorb carbon dioxide while they're growing and continue to do so when used in buildings or furnishings. For this reason, responsibly resourced oak is deemed carbon neutral, allowing your building to leave a smaller carbon footprint on the planet.



## CORK

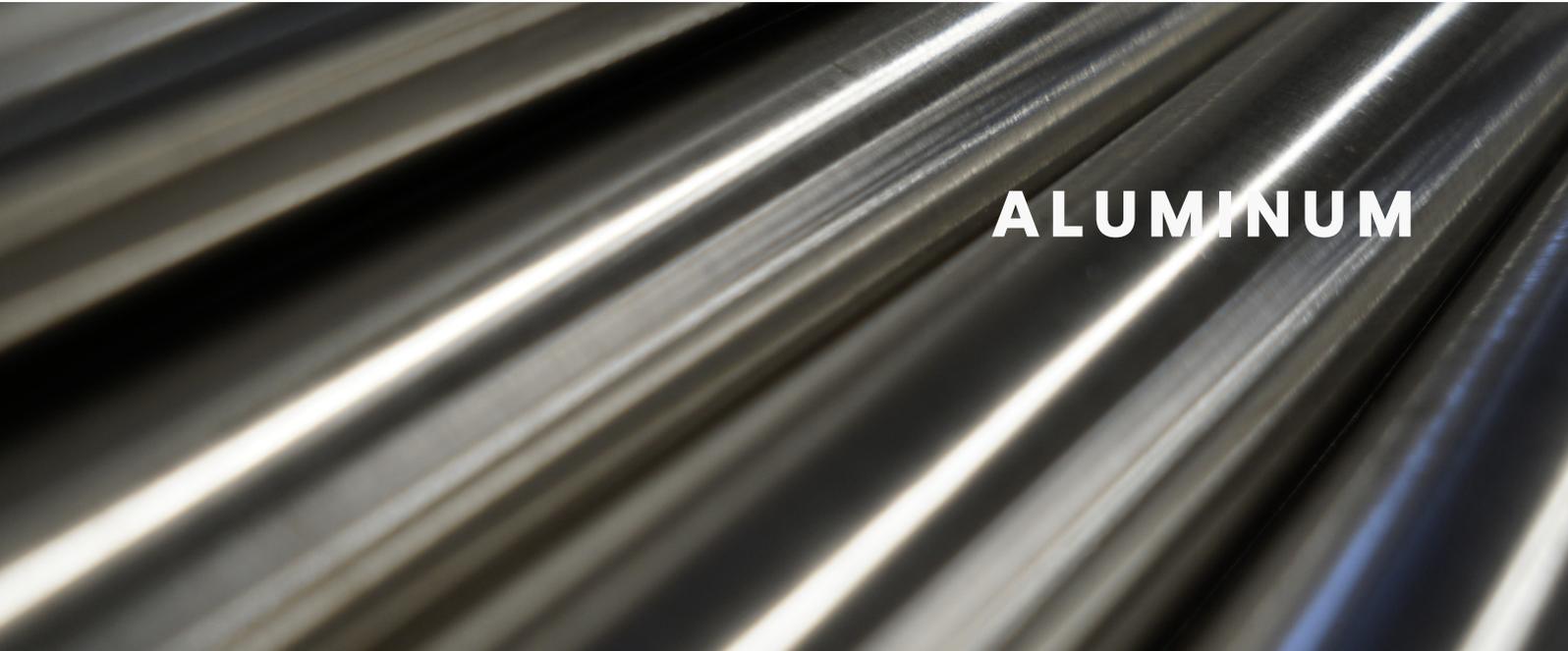
Cork is the foundation for many of our products for a lot of reasons. It is lightweight, easy to cut and excellent at absorbing sound. In addition, it is environmentally friendly as it does not rely on high-energy processing. Furthermore, it is the ultimate sustainable crop since it is made by stripping and harvesting the bark of cork trees while allowing the trees to continue to grow.

Non-allergenic, cork is a safe alternative to petrochemical based insulation products such as expanded polystyrene.



## WOOL FELT

Made from pressed wool, felt is a natural, renewable and biologically degradable material. It's an ideal backing for our acoustic designs since it has long been used to absorb sound. Stronger, thicker and more tightly woven than other felts, wool felt is ultra durable. Unlike other felts, wool felt is easily manipulated and shaped also thanks to its slight elasticity. Made with 100% natural wool, it is both stain and water resistant.



## ALUMINUM

Our metal of choice, aluminum, is widely known in the design industry for being ideal for sustainable design. Used in many Greenmood products, this metal is lightweight, attractive, sturdy and highly durable. More importantly, aluminum is also 100% recyclable and can be used again and again without degrading its properties or value. In fact, nearly 75% of all aluminum ever produced is still in use today.

# COLORING AND STABILIZATION

Preserved plants and mosses are highly sustainable. But some stabilized greenery is treated with highly toxic chemicals to color and/or preserve them. This is why we're committed to working with companies that use only eco-friendly, biodegradable ingredients that are not harmful to people or the environment.



## GLUE

As most Greenmood products depend on glue for their realization, we're naturally very careful about selecting only the best suppliers in the business. So we partner with glue manufacturers who use water-based, non-allergenic formulas that are safe for both people and the environment. We're also pledged to working with companies that limit residual waste and their factory's use of energy and water.



# **GREENMOOD THE COLOR OF SUSTAINABILITY**

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As a company founded on the belief that plant-based materials can offer better acoustic performance than synthetic solutions, we aspire to continue as a strong advocate for sustainability in the interior design sector.

## **GROWING OPPORTUNITIES THROUGH EDUCATION.**

Our partnership with government subsidized employment and training agencies has led to the professional development of men and women throughout Belgium.

## **NURTURING GREEN BUSINESSES AROUND THE WORLD.**

We work closely with a vast international network of suppliers providing mindful package and shipping solutions that are in line with recommended sustainability guidelines.

## **INSPIRING THE BLOOMING OF BIOPHILIC DESIGN.**

We help introduce, develop and promote the work of many talented designers. Through their work these professionals have made sustainable design an art form all its own.



## **GREENMOOD HAS BECOME A LEADER IN SUSTAINABLE ACOUSTIC DESIGN**

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Using natural foliage, moss, wood and other materials to create common office furnishings such as shelves, room dividers, desks and wall decorations, Greenmood products add beauty and functionality to work and living spaces while reducing stress caused by ambient noise. As our founder, Sadig Alekperov says, "Our aim is to bring the outdoors indoors in order to create well-being in business environments."

But we go beyond simply including greenery in interior décor. We partner with designers who use natural, green acoustic technology as a medium of self-expression to produce pieces that are artistic achievements in their own right.

In doing so, we can reach all tastes and styles, while spreading inspiration for a green, healthy and natural workplace that enhances the well-being of its employees.



# SUSTAINABILITY DRIVES OUR PRODUCTION PROCESS

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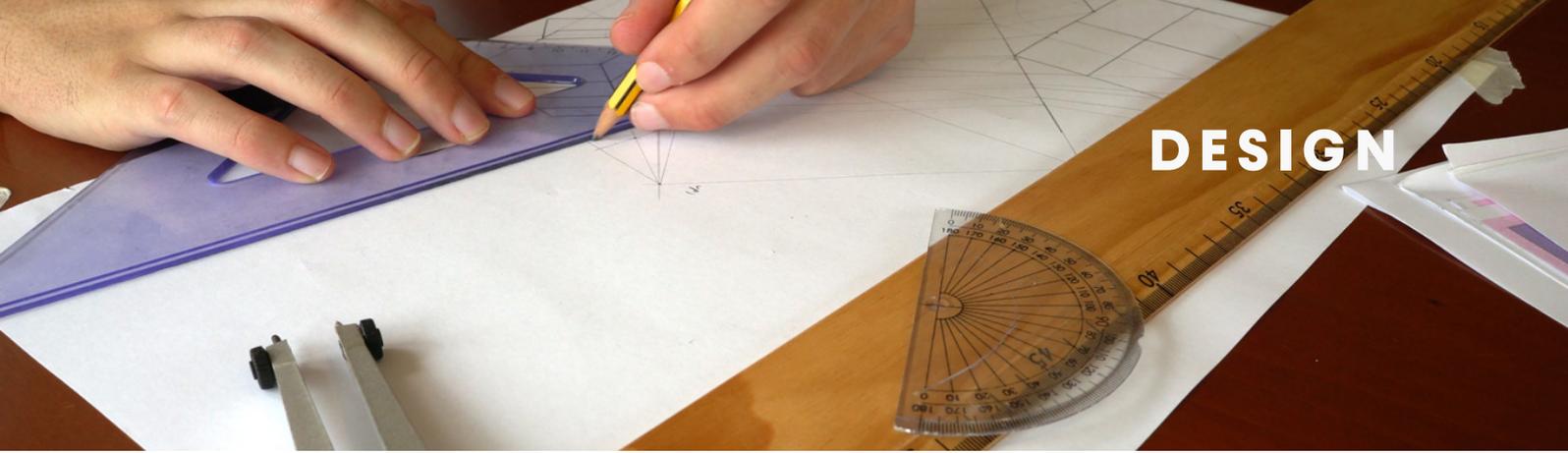
We aim to inspire a closer connection between people and nature by using natural products to make indoor environments acoustically more serene and visually more stimulating. Every phase of our production process supports this goal, as does every product.

## **WE REDUCE, REUSE AND RECYCLE IN EVERY WAY WE CAN**

- Greenmood uses 100% recycled materials
- Our packaging is from 100% recycled cardboard or paper
- All of the plant material – mosses, greenery and wood – are 100% biodegradable
- The left plants and moss from our projects are being used for other decorative purposes, so nothing is wasted

## **WE'RE COMMITTED TO SUPPORT NATURAL INDUSTRIES AND A DIVERSE WORKFORCE**

- Greenmood uses yearly over 23 tons of moss and preserved plants
- Our designs contain greenery from a vast network of international, ecologically and socially responsible suppliers
- The mosses and foliage we use are handpicked and packed by local gatherers
- All of our suppliers gather or produce their products with respect to the natural environment and safety of the wildlife, so no animals suffer in the process, they do so by using renewable forest plantations and giving the nature the necessary time to regrow
- Greenery and mosses exclusively preserved using safe, hypoallergenic ingredients (food coloring and glycerin)



## DESIGN



At Greenmood, we partner with renowned designers who come from all walks of life and bring their diverse experience to bear in their creative work. Some of them trained as industrial designers, others as marketers and still others as architects. All have a unique perspective on biophilic design, and their work for us reflects that.



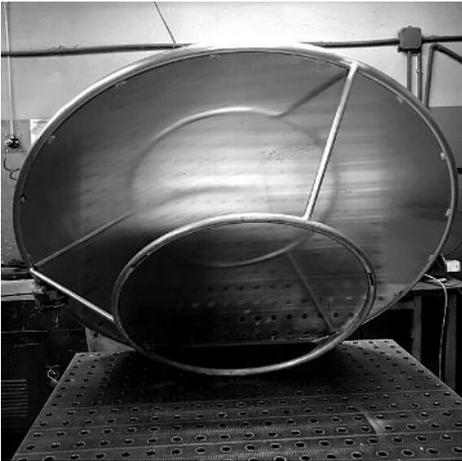
## BUILD



Through our commitment to adhering to the latest in both ecologically and socially responsible best practices, we ensure that our own workspaces support and underscore the values of our company and sustainability. These practices include, but are not limited to, adopting energy-saving measures and optimized filtration systems. Such innovations help make our production areas, as well as offices and showrooms, healthier and safer for our employees, clients and visitors.



## WASTE MANAGEMENT



Much of the waste material produced in the fabrication of our products is biodegradable. Other elements, like the wood and aluminum we use in our frames, can be reused and repurposed over and over again. Even more impressive is the fact that our products can be used for over ten years at a time without any maintenance.

In effect, Greenmood manages waste by producing products that are models of eco-responsibility and excellent examples of the sustainability mantra of reuse, repurpose, recycle.



## PACKAGING AND SHIPPING



Our products are shipped all over the world, so packaging is a major consideration. Fortunately, we've been able to partner with packaging manufacturers who are also concerned about sustainability. They use biodegradable and recycled materials, employing manufacturing techniques that save on energy and water resources. In addition, once our products are packed, we try to find the quickest, most energy-efficient travel routes and conveyances. This not only cuts down on costs but also reduces the amount of pollution created during transport.



# SUSTAINABILITY PARTNERS AND CERTIFICATION

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Greenmood is very proud to work with suppliers of natural plants, wood, aluminum, glue and packaging who have been consistently recognized for their sustainability efforts.

## PACKAGING COMPANY

### **ECOVADIS GOLD AWARD FOR SUSTAINABILITY**

Founded in 2007, EcoVadis has become the world's largest and most trusted provider of business sustainability ratings, creating a global network of more than 90,000 rated companies.

## MOSS VENDOR

### **ISO 14001 FOR ENVIRONMENTAL MANAGEMENT SYSTEM (EMS)**

ISO 14001 recognizes and rewards organizations that take a systematic approach to measuring and improving their environmental impact.

## GLUE SUPPLIER

### **EMICODE EC1 Plus**

One of the strictest certificates is the EMICODE EC1 PLUS, a quality control which issues labels to advanced, solvent-free low-emission materials.

The labels are a guarantee due to the extensive tests and continuous monitoring by the GEV (a German association for emission control in construction materials) of products for floors, adhesives and installation materials. As a result of a very sensitive laboratory analysis, using gas chromatography and mass spectrometry, and the application of standardised test procedures the smallest traces of Volatile Organic Compounds (VOCs) in the air can be identified and quantified.



## WOOD AND CORK SUPPLIER

### PEFC

PEFC (Programme for the Endorsement of Forest Certification Schemes) is a worldwide forest certification system which provides assurance that forests are managed sustainably. In concrete terms, PEFC promotes a forest management which is respectful of the environment, socially beneficial and economically viable. The PEFC label found on a paper or timber products gives consumers the assurance that the wood used in those products originates in sustainably managed forests.

The PEFC certification system is a safe and transparent tool designed to follow the timber flows from the forest to the consumer. Independent third-party certification bodies assess the respect of the PEFC standards, in the forests (Sustainable Forest management) as well as in the companies working the timber (from transport to sawing and transformation into a finished product).

Companies that process wood increasingly take into account an environmentally friendly and controlled origin of these products. Every company in the timber chain must have a SGS certificate - called the Chain of Custody certificate - in order to be allowed to trade timber under the PEFC label.

When all links in the chain have been certified up to the end product, the end user has the certainty that the product comes from sustainably managed forests.

### FSC

The Forest Stewardship Council (FSC®) is an international non-profit organisation established in 1993 by forest owners, wood and paper companies, social movements and environmental organisations. The FSC also strives for sustainable forest management worldwide, according to strict social, ecological and economic criteria.

The FSC label guarantees a responsible origin from sustainably managed forests and/or recycling. Moreover, wood and derived products or other forest products that carry an FSC claim can only do so if the processing chain from forest to end product is also controlled in terms of traceability.

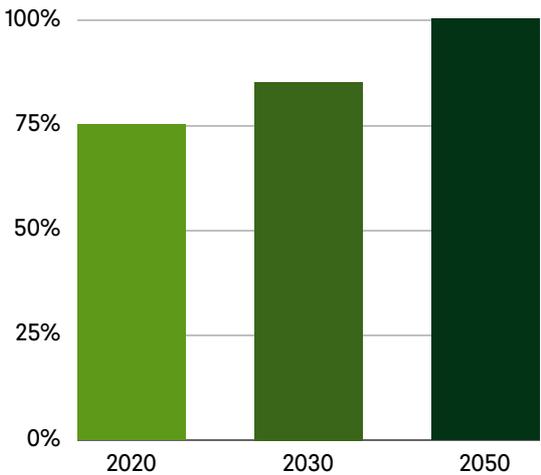
The strict requirements of the FSC label and its credibility are widely recognised. The FSC label is the only label of its kind supported by environmental organisations such as WWF and Greenpeace, as well as by social and economic actors. In terms of the number of companies actively involved in FSC certification, the FSC system is the largest in Belgium and worldwide.

# GREENMOOD MAKING THE WORLD A LITTLE GREENER ONE WORKSPACE AT A TIME

## PROGRESS CHART

As a company built on the principles of biophilia, we are whole-heartedly committed to being as sustainable as possible.

From production to distribution, from our warehouse to the workshop, from offices and showrooms to our clients worldwide.



Source: Greenwood 2022

1

### OVER HALF OF OUR MATERIALS ARE RECYCLED AND/OR REPURPOSED

Currently the total amount of recycled and/or repurposed materials (including wood, aluminum and greenery) we use yearly is approximately 75%.

2

### WE AIM TO REACH 80% BY THE END OF THE DECADE

Greenwood is committed to increasing the amount of recycled and repurposed materials used each year to at least 85% by 2030.

3

### OUR GOAL IS TO BE 100% SUSTAINABLE BY 2050

We strive to reach full sustainability of both our product and business lifecycles during the next two decades.

# Greenmood

## Biophilic Design

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