

CO₂ Performance Ladder Communication Plan – Renewi

CO₂ Performance Ladder Certification FY27

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Table of contents

1. Introduction	3
1.1 Purpose and scope of this document	3
1.2 Relationship with other plans	3
2. Introduction	4
3. Objectives, target groups and key messages	5
3.1 Objectives	5
3.2 Target groups	5
3.3 Key messages	5
4. Communication objectives and strategy	7
4.1 Objectives	7
4.2 Strategy	8
4.3 Principles	8
4.4 Communication topics	8
5. Communication channels	9
5.1 Internal communication	9
5.2 External communication	9
6. Planning and organisation	10
6.1 Planning	10
6.2 Organisation	10

1. Introduction

This communication plan describes how Renewi communicates internally and externally about its CO₂ policy, CO₂ emissions, reduction targets, measures and progress within the CO₂ Performance Ladder.

The purpose of this plan is to define what is communicated, to which target groups, through which channels and at what frequency. In doing so, it ensures that communication takes place in a structured and demonstrable manner, with the aim of increasing awareness among key stakeholders, employees, customers and other interested parties.

1.1 Purpose and scope of this document

This document forms part of the governance of the CO₂ Performance Ladder within Renewi.

The plan provides an overview of communication objectives, target groups, key messages, communication channels, and the planning and organisation of communication activities.

1.2 Relationship with other plans

This communication plan aligns with the FY26–FY31 CO₂ Reduction Plan as approved by the Renewi Executive Leadership Team in December 2025, the CO₂ emissions reporting included in the annual reports, the FY25–FY31 Climate Transition Plan and the Energy Management System programme.

These documents form the basis for all communication activities.

2. Introduction

At Renewi, we are guided by one clear belief: waste does not exist. What is considered residual material today becomes a resource tomorrow. In doing so, we contribute to circularity and the reduction of primary raw material consumption.

Our services directly contribute to CO₂ reduction and circularity. Through Renewi EcoSmart, we help organisations improve source separation, reduce residual waste and increase reuse. Through Circulair+, we offer a data-driven and auditable programme that enables customers to manage their CO₂ and circularity impact, supported by verifiable reporting.

This positioning aligns with Renewi's strategic direction. CO₂ reduction is an integral part of responsible business operations. In addition, Renewi is evolving from a waste collector into a supplier of secondary raw materials, helping customers reduce both their material and climate footprint. Together with customers, governments and value chain partners, we work towards a circular and climate-neutral economy.

This communication plan aligns with the FY25–FY31 Climate Transition and CO₂ Reduction Plan. This plan focuses on the largest emission sources, including mobility and energy-intensive processes, following the principles of the Trias Energetica. Progress is monitored twice a year using KPIs. This communication plan ensures that this progress is communicated internally and externally in a transparent and traceable manner.

3. Objectives, target groups and key messages

3.1 Objectives

Het doel van de communicatie is om medewerkers en stakeholders te informeren over het CO₂-beleid, inzicht te geven in de CO₂-uitstoot, doelstellingen en maatregelen, en de voortgang zichtbaar te maken.

Daarnaast draagt communicatie bij aan bewustwording en betrokkenheid binnen de organisatie.

3.2 Target groups

Internal

- Executive Leadership and management
- Operations and site teams
- Commercial and marketing teams
- HR and Learning & Development
- All employees

External

- Customers and clients
- Government bodies and auditors
- Value chain partners and suppliers
- Potential CO₂ Performance Ladder project partners
- Other stakeholders

3.2 Key messages

Communication regarding the CO₂ Performance Ladder is based on the Climate Transition Plan and the associated action plan. A distinction is made between general, internal and external messages.

General

Renewi's overarching message is that we are actively working to reduce our CO₂ emissions and energy consumption.

We do this by focusing on the areas where we can make the greatest impact, such as mobility, energy use and process optimisation. Our approach includes reducing energy consumption, increasing the use of sustainable energy and improving operational processes.

Communication provides insight into Renewi's objectives, the measures being implemented and the progress being achieved. Developments and deviations are explained to ensure a realistic and transparent picture.

Internal

The message for internal target groups focuses on providing insight, creating recognition and encouraging engagement.

For Executive Leadership and management, the emphasis is on objectives, progress, bottlenecks and measures, enabling effective decision-making on priorities, investments and implementation.

For operations, site teams and other employees, the focus is on what the climate objectives mean in daily practice, for example regarding energy use, equipment, logistics and ways of working at sites.

Internal communication explains:

- the steps Renewi is taking to reduce emissions;
- why these steps are necessary;
- and how employees are affected by these developments in their daily work and can contribute themselves.

External

The message for external target groups focuses on transparency, substantiation and collaboration.

For customers and clients, the emphasis is on Renewi's CO₂ footprint, objectives, measures and progress, and how these contribute to lower emissions and improved value chain

performance.

For value chain partners and other stakeholders, the emphasis is on collaboration and joint reduction efforts. Communication demonstrates the areas where Renewi is focusing its efforts and where cooperation is needed to achieve further CO₂ reductions.

External communication therefore provides a clear and consistent picture of Renewi's approach, results and role within the broader value chain.

4. Communication Objectives and Strategy

We recognise that, collectively, we emit too much CO₂. At the same time, we know that there are practical steps we can take to reduce these emissions.

At Renewi, we work on this every day together with customers, partners and colleagues. We do this by using energy more efficiently, improving processes and transitioning to more sustainable solutions wherever possible.

We focus on the areas where we can make the greatest impact and implement practical improvements step by step.

4.1 Objectives

Renewi's communication objectives align with the requirements of the CO₂ Performance Ladder. We distinguish between general, internal and external objectives to ensure that communication can be targeted and consistent across different audiences.

General

- Provide target groups with regular information about Renewi's CO₂ policy, CO₂ emissions, reduction targets and measures.
- Communicate transparently about progress, results and deviations.
- Support clear communication towards management.

Internal

- Inform employees about CO₂ emissions, targets and measures.
- Provide employees with insight into ongoing initiatives and results.
- Show employees how they can contribute.
- Share progress and developments on a regular basis.
- Increase awareness across the organisation.
- Encourage employees to submit ideas and improvement proposals.

External

- Inform stakeholders about CO₂ emissions, targets and measures.
- Communicate transparently about progress.
- Provide insight into Renewi's approach and contribution.
- Communicate about value chain collaboration and developments.
- Provide project-specific communication where required.

4.2 Strategy

Communication takes place through fixed channels and at predefined moments. Content is based on the most up-to-date available information and is tailored to the relevant target audience.

In addition to planned communication activities, additional communication is provided when significant developments occur.

4.3 Principles

- Information is factual and based on available data.
- Communication is clear and consistent.
- Internal and external communication are aligned.
- Results and deviations are explained.

4.4 Communication Topics

- CO₂ emissions
- Reduction targets
- Measures
- Progress
- Projects and developments

5. Communication Channels

5.1 Internal Communication

- Intranet / SharePoint for information and updates
- Narrowcasting
- Internal newsletter *Renewi News*
- Internal social channels (Viva Engage)
- Management meetings

5.2 External Communication

- Website for publishing policies and progress updates
- Customer newsletters
- LinkedIn and social media
- Webinars and events
- Press releases related to relevant developments
- Project communication for tenders and contracts

6. Planning and Organisation

6.1 Planning

Internal

- *Renewi News* is published monthly.
- Regular updates and news articles are published on the Sustainability SharePoint page.
- The Sustainability SharePoint page is fully reviewed and updated at least once per year.

External

- The website is updated at least once per year.
- Social media is used continuously.
- SME customer newsletters are distributed monthly (except during the summer months).
- National Account customer newsletters are distributed quarterly.
- Webinars and events are organised periodically.
- Project-specific communication takes place where applicable.

Additional communication will be provided whenever significant changes occur regarding CO₂ emissions, objectives or measures.

6.2 Organisation

- Sustainability is responsible for content and data.
- Communications is responsible for execution and communication channels.
- Management is involved in alignment and decision-making.
- Publications are archived and retained for verification and audit purposes.