

# Sustainability Report 2024



AUTENTIC

# Contents

## I. Introduction

Message from the Founder	4
About Autentic	5
Our Collections	6
Mission and Values	7

## II. Sustainability Initiatives

Scope	9
Social Strategy	11
Social Goals	12
Diversity and Inclusion	12
Training and Development	13
Community Wellbeing	13
Ethics and Governance	13
Health and Safety	14

Environmental Strategy	16
Environmental Goals	17
Autentic Locations	17
Design and Production	21
Packaging and Logistics	24
Economic Strategy	26
Economic Goals	27
Company Efforts	27
Suppliers	27
Donations	27
Partnerships	28
Collaborations	29

## III. Conclusion

Closing Remarks	31
-----------------	----



# I. Introduction



# Message From The Founder

**Autentic was founded** to reshape the world of glamping, creating overnight stays in stunning locations, and making unique memories with friends and family. Defined by decades of expertise, high quality designs, product in durability, and unmatched project support, Autentic is trimmed on performance and style.

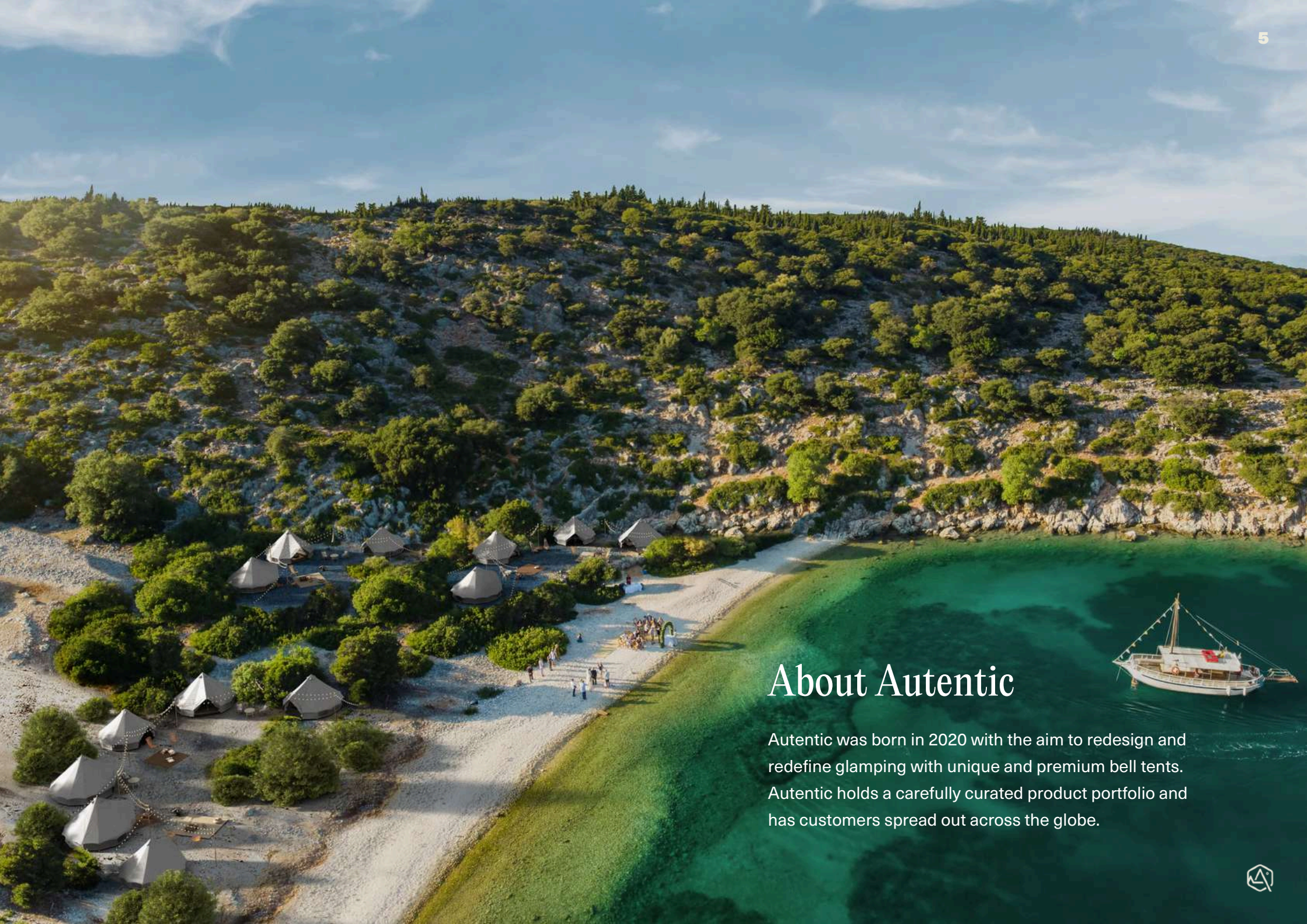
We are publishing this report today because ecological preservation is inherently linked with the universe of glamping. The rediscovery of striking views should only be figuratively breathtaking, not literally. We stand in deep appreciation of the environments that give our tents their second skin and see responsibility in taking action to help preserve ecological harmony.

Autentic is conscious of the impact it can have on the environment. Initiatives range from personal behavioural changes to improving building facilities, critical product design, and efficient logistics. Documenting our efforts not only inspires ourselves but hopefully others as well.

Please join us in our journey of building an evermore inspiring world.



Glenn Verborgh,  
Founder of Autentic



## About Autentic

Autentic was born in 2020 with the aim to redesign and redefine glamping with unique and premium bell tents. Autentic holds a carefully curated product portfolio and has customers spread out across the globe.



# Our Collections



## **JAY**

The Jay has a floorspace of 14,7 sqm and can accommodate up to three people.



## **JACK**

The Jack has a floorspace of 20,6 sqm and can accommodate up to four people.



## **BILLY-JOE**

The Billy-Joe has a floorspace of 32,6 sqm and can accommodate up to eight people.



## **ESSENTIAL BELL 5,2**

The Essential Bell 5,2 has a floorspace of 20,06 sqm and can accommodate up to four people.



## **ESSENTIAL BELL 4,4**

The Essential Bell 4,4 has a floorspace of 14,1 sqm and can accommodate up to three people.



## Our Mission

Autentic's mission is to create genuine and unique glamping experiences.

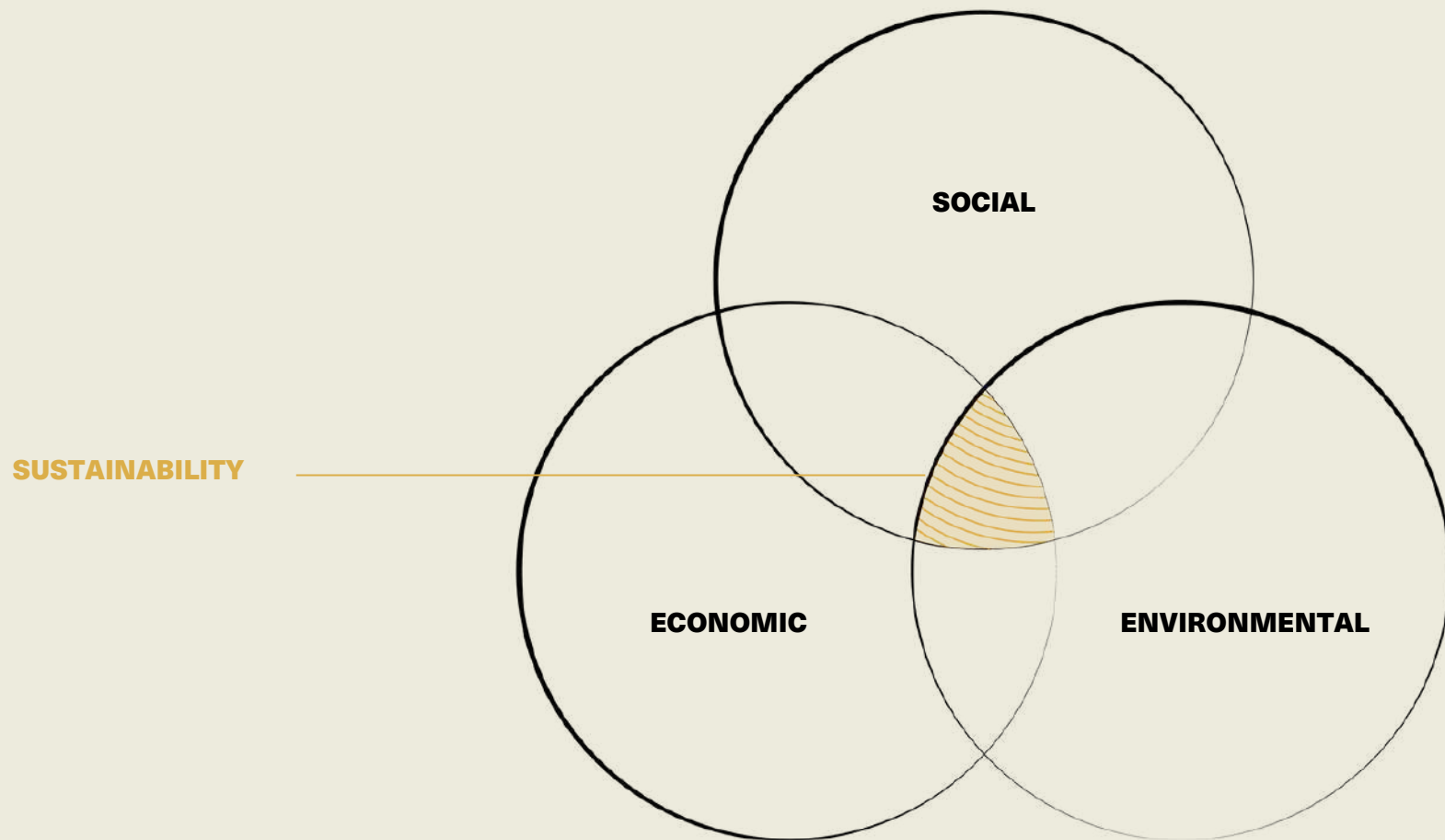


# II. Sustainability Initiatives



# Scope

Autentic views sustainability with the ultimate goal of establishing a harmonious relationship between people and planet: socially, ecologically, and economically.



# Social

**SOCIAL STRATEGY**

**SOCIAL GOALS**

## SOCIAL STRATEGY

Autentic invests in its employees, building a resilient company that furthers social justice. When people and societies are healthier, the planet is too, and vice versa.



**DIVERSITY AND  
INCLUSION**



**TRAINING AND  
DEVELOPMENT**



**COMMUNITY  
WELLBEING**



**ETHICS AND  
GOVERNANCE**



**HEALTH AND  
SAFETY**

## SOCIAL GOALS

### DIVERSITY AND INCLUSION

#### GENDER EQUALITY

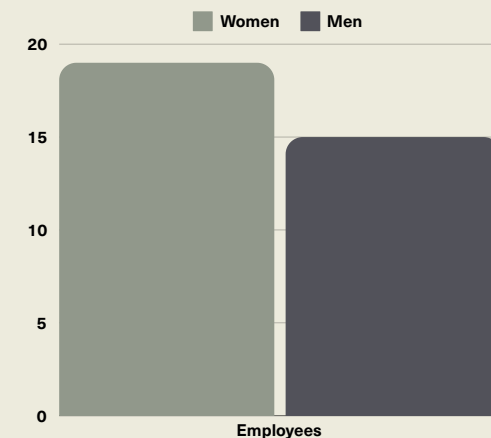
Looking back at 2023, World of Tents, of which Autentic is part of, had a total of 34 employees. Gender distribution is relatively equal and the average age among employees is 37.

#### EQUAL PAY

Autentic ensures equal pay by implementing a transparent compensation structure based on job responsibilities, skills, and experience, ensuring fairness and equity in the payment process. Autentic's working regulations, containing the equal pay regulations, are available to all employees.

#### FAIR AND EQUITABLE HIRING

The hiring process values skills objectively regardless of race, nationality, cultural background, age, gender, gender identity, sexual orientation, and disabilities.



## SOCIAL GOALS

### TRAINING AND DEVELOPMENT

Through the collaboration with various training institutes (such as Cevora) and multiple high schools and universities in Belgium and abroad, Autentic is able to offer its employees continuous learning opportunities. For external trainings, a training policy is available to all employees.

### COMMUNITY WELLBEING

Autentic offers several initiatives that support the mental and physical health of employees. From an external psychosocial advisor, team buildings, healthy office snacks, to larger community events, in its hometown Ronse, Autentic supports its employees and the local businesses and communities around it.

### ETHICS AND GOVERNANCE

Autentic has a detailed ethics policy to support a prosperous, inclusive, and respectful work environment. These guidelines are available to everyone at all times and are reviewed by Human Resources annually. Being registered in Belgium, a member state of the EU, Autentic exercises operations in accordance with national and international laws.



## SOCIAL GOALS

### HEALTH AND SAFETY

#### EMERGENCY TRAINING AT HQ

To warrant appropriate and rapid response in emergencies, following the themes of prevention and protection, employees underwent several training courses in 2023, which included first aid and fire prevention.

#### WORKER SAFETY

Work in the warehouse or laboratory requires additional measures to warrant staff safety. Autentic has outlined safety precautions for both internal and external applications.



# Environmental

**ENVIRONMENTAL STRATEGY**

**ENVIRONMENTAL GOALS**

## ENVIRONMENTAL STRATEGY

Autentic has committed itself to responsible resource consumption, and reducing greenhouse gas emissions where possible to achieve long term sustainability.



**AUTENTIC  
LOCATIONS**



**DESIGN AND  
PRODUCTION**



**PACKAGING AND  
LOGISTICS**



## ENVIRONMENTAL GOALS

### AUTENTIC LOCATIONS

#### RAINWATER COLLECTION

Water is an incredibly scarce resource. To forego freshwater use where it really isn't necessary, Autentic collects rainwater at its HQ office (tank capacity of 12,000 litres) and uses this to e.g. flush the office toilets.

#### LOW EMISSION GAS HEATER AND SMART HEATING

Heating can cause significant energy consumption. When the HQ office was renovated, with the aim to preserve the existing heating infrastructure, a low emission gas heater was invested in as this presented itself as the most resource efficient and attainable option. For efficiency, thermostats have been automated to standardise temperature settings according to date, time, and floor level.



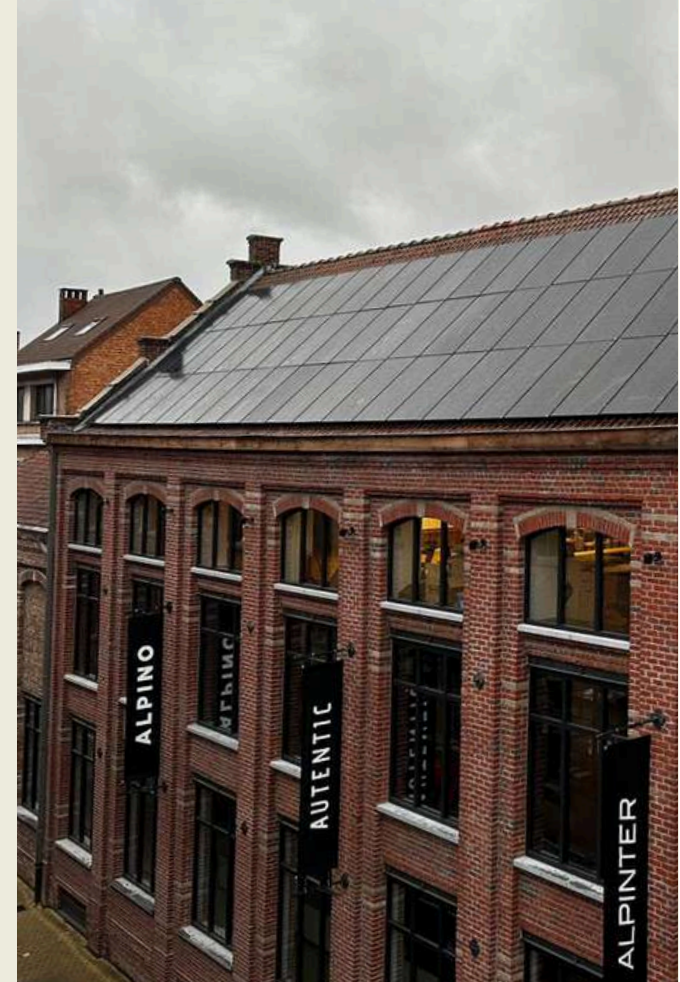
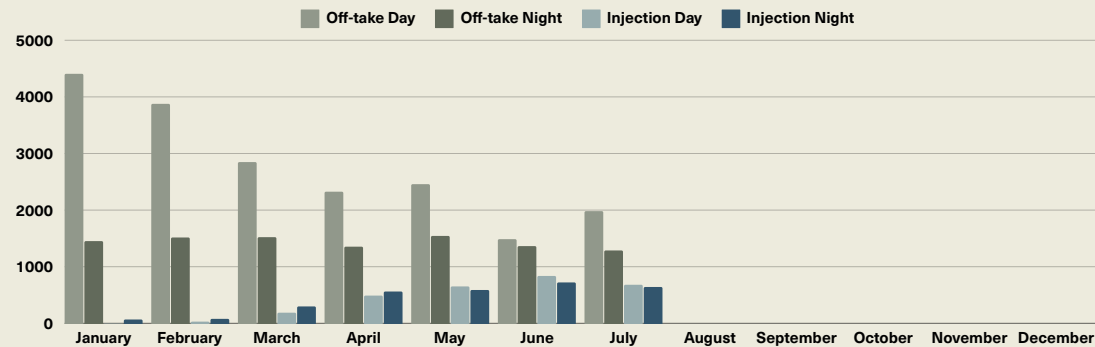
# ENVIRONMENTAL GOALS

## AUTENTIC LOCATIONS

### SOLAR PANELS

In the past year, solar panels were installed on the HQ office roof. Looking at the time span January to July, about 20% of the office's electricity consumption has been covered by the solar panel energy production. In case there is an energy surplus, the electricity that is not consumed on site can be fed back into the city grid.

Future endeavours concern placing solar panels on the warehouses.



# ENVIRONMENTAL GOALS

## AUTENTIC LOCATIONS

### WASTE MANAGEMENT

#### Separate Waste

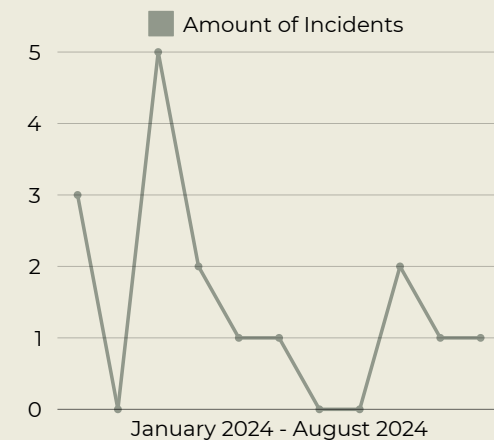
In addition to general and industrial waste containers, Autentic has designated recycling bins for cardboard/paper, PMD (plastic packaging, metal packaging, and drink cartons), glass, wood, metal. Random checks are performed to test for incorrectly separated waste. The aim is to have not more than five incidents occur per quarter.

#### Reduce Waste

To help reduce office waste, employees were given reusable water bottles, all office snack deliveries are made in reusable containers, and awareness sessions are held on eco-friendly behaviour.

### ELECTRIC CAR FLEET AND INFRASTRUCTURE

To save emissions on employee commutes, Autentic invested in making its car fleet 75% electric/hybrid and supplying the maximum amount of loading docks possible at its HQ facilities.



# ENVIRONMENTAL GOALS

## AUTENTIC LOCATIONS

### **SUSTAINABLE COMMUTE ALLOWANCE**

To incentivise sustainable commutes, bicycle and public transport expenses are subsidised.

### **TRAVEL POLICY**

Autentic's travel policy is available to all employees, outlining that emissions, costs, and the number of individual trips are reduced where possible when business travels are being planned. Suggestions in the policy include: exploring alternative communication methods, considering train or car pooling options, and rationalising trips to help consolidate travel plans.

### **REMOTE WORKING**

To reduce commutes and give employees more flexibility, individuals are free to take up to one day of home office per week, as operations and responsibilities permit. This is supported through a digital workflow and a paperless policy.



# ENVIRONMENTAL GOALS

## DESIGN AND PRODUCTION

### PROJECT MANAGEMENT

For every new development, a project team is created and a project briefing is held, in which the aim and desired outcome on sustainability is a discussion parameter.

### EFFICIENT PRODUCTION

To avoid wasteful manufacturing streams, stock fabric is given priority in design and production, and advanced software is used to optimise pattern cutting.

### CONCIOUS COLLECTION

To combat a fast fashion mentality, Autentic develops thoughtful and timeless collections. This design process reduces inefficiencies in the supply chain, overstocking, and enables thorough product development, with the goal of delivering high quality products to the customer.

### MONITOR PRODUCT LIFESPAN

Autentic regularly asks for feedback from customers to assess product performance in real time and under real conditions.



## ENVIRONMENTAL GOALS

### DESIGN AND PRODUCTION

#### REPAIR SERVICE

If a tent is damaged, Autentic offers a repair service to give the tent as long of a lifetime as possible. For quick on-site repairs, every tent comes with repair tape for the groundsheet.

#### DURABLE FABRICS

Autentic's tents are made with Wottex® PRO fabric, a European design Acrylic material. It guarantees colour fastness and performance for 5 years or more, is suited for diverse climates, and can be easily maintained. Autentic's tents are therefore a premium and long-lifetime product, as opposed to single season counterparts available on the market.

#### NON-INVASIVE DESIGN

The principle of a tent is that it is a non-invasive shelter that can be set-up and taken down without making permanent changes to the landscape. Autentic's tents are simple in their set-up, the colour options easily blend into the landscape, and after taking the tent back down there are no lasting impacts. The site can be left as it was found before.



# ENVIRONMENTAL GOALS

## DESIGN AND PRODUCTION

### CRITICAL THINKING

The more volume, weight, and complexity a product has, the greater the impact in all stages of its life cycle, and similarly, the greater the variance across product ranges, limits production streamlining.

The tent frames are made of the same material across all product ranges. The short guy poles are made of wood which is a renewable resource, is biodegradable, and non-complex in production and manufacturing.

As orders are frequently placed on a project basis, hammers are no longer provided with every tent but rather per project. If it is clear that platforms will be used, then no hammers are supplied at all as they are simply not needed for the set-up. With this practice, Autentic foregoes supplying unnecessary items to clients.



# ENVIRONMENTAL GOALS

## PACKAGING AND LOGISTICS

### PACKAGING

#### Reduce Materials

To ship orders, cardboard boxes have been switched out by cage pallets. These pallets can be reused and the packed order takes up less volume which reduces transport emissions. Plastic packaging is limited and fabric scraps are instead used to protect certain items.

#### Reuse Materials

Autentic's accessory bags are made of fabric waste in an effort to use all fabric scraps to the fullest. Manufacturing partners sell unusable fabric scraps to recycling facilities.

### STRATEGIC STOCK AND PRODUCTION LOCATIONS

Autentic tents have a European production site with additional local productions for accessories in Belgium and Hungary. The tent fabric is made in France.

When an order is placed, stock is shipped either from Autentic's own warehouse in Belgium or from the closest reseller.



# Economic

**ECONOMIC STRATEGY**

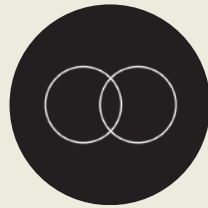
**ECONOMIC GOALS**

## ECONOMIC STRATEGY

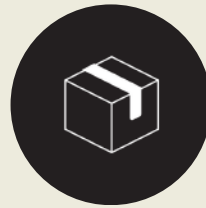
Financially, Autentic can select to work with like-minded partners and suppliers to support its environmental and social goals.



**COMPANY  
EFFORTS**



**SUPPLIERS**



**DONATIONS**



**PARTNERSHIPS**



**COLLABORATIONS**

## ECONOMIC GOALS

### COMPANY EFFORTS

Autentic's social and environmental initiatives are supported with its financial capabilities. Allocating a budget toward sustainability-driven projects, funds the time, energy, and resources needed to develop and execute them well.

### SUPPLIERS

Autentic closely supervises its suppliers to follow certain rules to ensure fair and safe working conditions in all supply chain steps. Supplier requirements include adherence to ethical standards and legal compliance. These non-negotiable standards guarantee that economic transactions align with moral and legal frameworks cultivating a positive business environment, and contributing to economic stability and social well being. Adhering to fair labour practices, including reasonable working hours, fair wages, and safe working conditions are key points.

Ecologically, Autentic asks that e.g. the water for rain tests is reused.

### DONATIONS

Autentic made product donations to the youth project Diospi Suyana in Peru.



# ECONOMIC GOALS

## PARTNERSHIPS

### EXPERT GUIDANCE

Autentic has specialised in the B2B market, and provides project support to customers.

Autentic engages in a needs assessment with customers to understand the goals they aim to address through their product purchases. This allows for the identification of the most appropriate solution. Customisations are also performed as needed.

### COMPREHENSIVE PRODUCT INFORMATION

Providing educational resources and documentation empowers customers with a deeper understanding of the products available. This helps navigate product features, benefits, and potential applications more effectively.

### TRANSPORT METHODOLOGIES

Autentic advises its customers on shipping methods taking lead time, price, and sustainability into account.



## ECONOMIC GOALS

### COLLABORATIONS

#### **WORK TOGETHER WITH LOCAL STORES**

In an effort to support other businesses, Autentic's showrooms are displayed with products from local furniture stores.

#### **ARCOR PROJECTS**

When appropriate, Autentic works together with the Arcor organisation that employs people who are differently abled.

#### **SUPPORT FOR UPCYCLING PROJECTS**

Autentic supports local upcycling initiatives, for example with the Belgian brands Obvious Outdoors and Kiviv. For both projects, Autentic donated leftover fabrics and other production materials, out of which bags, wallets, and other small fashion items were created.



# III. Conclusion



## Closing Remarks

**With ever changing** parameters and opportunities over time, sustainability is characterised by constant re-evaluation. Autentic practises a holistic approach where there is no single be-all, end-all solution, rather, change is continuous and often made-up of a collection of several smaller actions.

Though significant milestones have already been achieved today, there is full recognition that many things can still be done to improve the impact of Autentic's products and practices tomorrow. Currently, achievements filled with pride are the solar panels, the European production site, and the overarching responsible and supportive socio-economic decisions. Naturally, efficiency and critical thinking being guiding factors across all processes.

Yet, opportunities for self-improvement have not been exhausted.

At the core, Autentic designs tents to cherish and celebrate the natural environment, and is relentless in making this experience as captivating as possible.

We are enthusiastic to see what goals and changes lie ahead.

*We are Autentic*



# AUTENTIC

