

SUSTAINABILITY **YEARBOOK** *2025*

Welcome to our

SUSTAINABILITY YEARBOOK *2025*

As you'll notice, this year it's still a "report" and not a full-blown corporate sustainability disclosure. Mainly because we're still not a 250-person company, nor are we publicly listed.

And, one year later, it's still being written by normal people, for people who don't have a master's degree in sustainability.

Before we start, there's something important we'd like to talk about this year.

Not everything goes.

Real change doesn't happen through big buzzwords and PDFs full of hot air.

And thankfully, nobody does it alone.

Because if we've learned anything this year, it's that partnerships matter. A lot.



**I SUSTAINABILITY
REPORT**

Click here if you'd like to read →

#4 FOR PLANET

**REDUCING OUR IMPACT
WITHOUT SELLING YOU
GREENWASHING**





WE DON'T CALL OURSELVES SUSTAINABLE JUST BECAUSE WE PLANT TREES,

Although we do that too.
But sustainability goes a lot further than that.

**ASK BENITO ANTONIO
MARTÍNEZ OCASIO**

Let's start with our

CARBON FOOTPRINT

SCOPE 1

We're continuing to work on reducing our emissions and, over the past year, we managed to cut them by

1,16
tonnes of CO₂e*



*Metric tonnes of carbon dioxide equivalent.

To put that into perspective, that's roughly the weight of:

580
domestic cats

Since 2021, we've offset a total of

215,60 tCO₂eq



In 2025, we offset

52,68 tCO₂eq

ELECTRICITY CONSUMPTION

SCOPE 2

WE OPERATE FROM TWO LOCATIONS IN SPAIN.

MADRID

continues to perform pretty well:
since 2022, we've reduced
electricity consumption by

12,3%



MARTORELL

Let's just say we encountered a
small technical anomaly this year.

12.137 kWh
kilovatios hour



201.269 kWh
kilovatios hour

And when a number increases sixteen-fold...
we're no longer talking about energy
efficiency.

That's why we're reviewing the data with a
specialist energy consultancy before
jumping to conclusions or trying to make the
numbers look prettier than they are.

HONEST SUSTAINABILITY

first and foremost

For now, we'll
simply call it:

→ 4  4

In other words, we're
maintaining that beautiful
trend known as:



...NOW FOR THE NICER STUFF

During 2025, in Madrid and Barcelona we generated

143.212 kWh

thanks to our solar panels

In Madrid

66%

of the energy consumed already comes from solar power.



And the energy we don't use gets fed back into the grid. This year alone, we returned

61.462,30 kWh

between Madrid and Barcelona



That's roughly the equivalent of keeping an LED light bulb switched on continuously for

30 YEARS

NOT BAD, NOT BAD AT ALL
NOT BAD, NOT BAD AT ALL
NOT BAD, NOT BAD AT ALL

CIRCULARITY

BECAUSE THROWING THINGS AWAY
IS OUT OF FASHION

This year we upgraded the

RECYCLING STATIONS

at both offices

¿Why?

To improve waste separation
and material reuse.

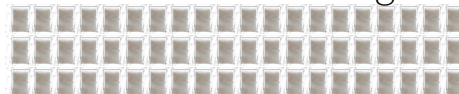
At our Móstoles site, we also added two
dedicated containers for event canvas.

¿And what did we do with them?

150_{m²} → **160**

of banners

sandbags used
as counterweights.



CIRCULARITY

THE IMPORTANCE OF SMALL DETAILS

Some changes seem insignificant...
until you do the maths.

We installed hand dryers in the
workshop to reduce paper consumption

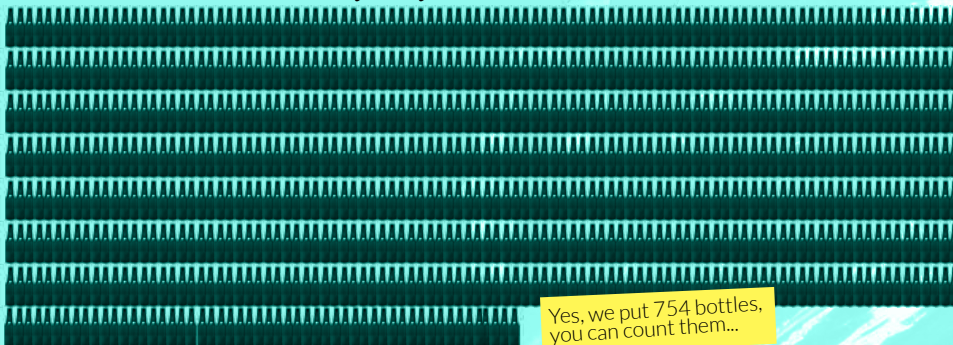
And we removed plastic
cups from water dispensers.

With that single change, we avoided using

12,16 kg

of non-recyclable plastic.

Translated into everyday language:



Yes, we put 754 bottles,
you can count them...

*As Natty Peluso
would say*

NOOO PLASTIC

Drink water, **absolutely.**
Generate unnecessary plastic
waste? **Not so much.**



#4FOR
EVERYBODY



**CREATING SOCIAL VALUE
THROUGH WHAT WE DO**

DONATING

is good



DONATING A LOT

is even better

In 2025:

81

donations

In total:

34

*organisations
benefited*

*Associations. Foundations.
Social projects.*

people who could put the materials
to much better use than a landfill.

42%

came back
for more

When people come back, there must be a reason.





OUR MOST DONATED ITEM?
THE QUEEN HERSELF?

CARPETING

4.070_{m²}

WHERE MY PEOPLE AT



We've done
**A LOT OF
HIRINGS**
**BUT
THOUGHTFULLY**

Last year we focused on opening doors for:

- People over 50
- Young people under 25
- First-time job seekers



This year we decided to go a step further.

2025

Our focus was on a
specific group:

*People over 50 *
experiencing long-term
unemployment.*

**10% of all annual hires*

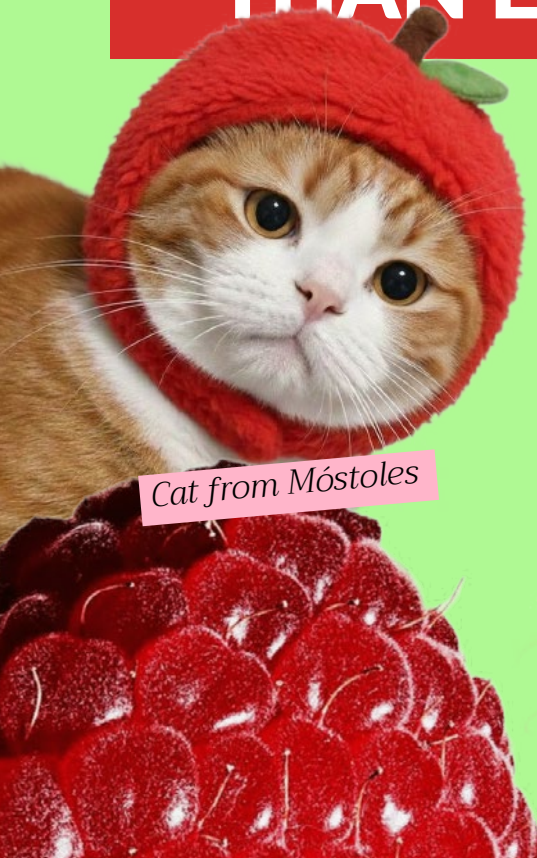




THE 4FOR VEGETABLE GARDEN

*Let's just say that in 2024 we discovered that
maintaining a vegetable garden requires*

**A LITTLE MORE
THAN ENTHUSIASM**



Cat from Móstoles

*We tried.
Nature wasn't particularly cooperative.*

**EVERYTHING DIED
FROM HEAT EXPOSURE**



Maybe farming isn't our
thing. Which is probably
why we work in events.

So this year we're giving it
another go: better organised,
better prepared, and with

25
Volunteers!!!



COOL COLAB.

We continue working with people doing genuinely great things.

basurama



This year we also took part in **social volunteering** activities with the Los Álamos Special Education Centre, helping improve spaces for students and teachers...



ASOCIACIÓN
¡SÍ, PUEDO!
COLEGIO
LOS ÁLAMOS



We took our

CHRISTMAS CELEBRATION

to Madarcos.

The **smallest village** in the Madrid region. And that's exactly why we wanted to be there. Supporting local businesses. Creating activity. Bringing life to places that people don't usually pay attention to.



EVA MARÍA GALLEGO

Mayor of Madarcos

PRESS PLAY!



#4FOR
IMPACT

HERE'S THE MORE
CORPORATE PART



This year we continued

RENEWING CERTIFICATIONS

Which, honestly, involve quite a bit of work.
But they also force us **to do things better**.

A new version of the standard



+ COMPLEX
DEMANDING



RENEWED
Still going strong



¡And we've now
achieved **REDUZCO!**

What does that actually mean?

First, you measure. Then you submit a reduction plan. After several years, your emissions are compared against your starting point to verify whether you've genuinely reduced them.

If you have, you receive the certification.
Like we did.



Events certifications:

Last year:

This year:

9 → 2

And no,
**IT'S NOT BECAUSE
WE SUDDENLY
GOT LAZY.**

Let's just say that convincing some clients to certify their events remains more difficult than counting the **spots on a Dalmatian**

We wouldn't mind
doing more ...



But while some are still thinking about it,
we'll keep pushing.



WE'VE GOT OUR NOSE IN...



Helping drive the transition towards reusable exhibition stands, less single-use material and smarter design from the outset.

Where we also contribute to developing industry guidelines aimed at genuinely improving practices across the sector.



We're members of the sustainability committee representing Spanish event agencies.

WE ARE NOW PART OF...

NET ZERO CARBON EVENTS
SIGNATORY OF THE PLEDGE



United Nations
Global Compact

THIS YEAR WE TOOK PART IN:

- 2nd Castilla y León MICE Forum
- Capital Radio

Because if we want the industry to move forward, we need to talk about it too.



AMBASSADORS

As you've probably noticed, we don't believe in big words. We believe in the people who help make things happen.

They don't wear capes. They don't usually appear in the photos. But they're one of the **reasons sustainability keeps moving forward at 4foreverything**.

Meet our ambassadors:



JULITO
Volunteering Ambassador



EL ABUELO
Community Garden Ambassador



CHIQUI
Circular Design Ambassador



MANOLO
*Materials Innovation
& Circularity Ambassador*



SARA & AÍDA
Donation Ambassadors



DIEGO
Sustainable Fashion Ambassador

NEXT YEAR MORE, BETTER

The ambassadors behind this report

The serious bit:

CMO: Raquel Seiz

ESG: Natalia Mollard

The creative bit:

Copy: Paula Martín

Art: Cristina Gago

