

Community Involvement

The gift of play



Make a difference? Yes, we can!

Cartamundi wants to be part of the multitude of communities in which we live and operate

Our roots are in Belgium, but the world is our home with neighbors from all walks of life, positions, colours and origins. Communities with whom we have become so closely involved with over the years. With some because we share the same postal code, but with others because we have been brought into their homes through one of our products. Whoever they are, we want to make a difference. We want to secure our license to operate and do our bit by donating products, providing financial support, caring for the environment as well as for all employees, stakeholders and other significant members of the community.

As one would expect of a good neighbor, community involvement is deeply rooted in Cartamundi's DNA.

We are not an isolated institution, but we influence and are influenced by numerous groups and individuals. Therefore, we want to strengthen the positive effects we can have on society by investing in expertise, manpower, facilities and networks in and especially with the local community. This does not always result in financial gain, but some benefits cannot be expressed

in financial terms. "It takes a village to raise a child."

This well-known African proverb visualizes a universal value: each community is responsible for creating a comfortable and healthy living environment for future generations. As a strong organization in the heart of so many communities, we like to play our part.

Everybody has the right to play

Cartamundi's card and board games are for everyone. We focus on increasing our accessibility to physically, financially or socially vulnerable groups. We donate games to people who live in poverty and find it difficult to buy toys for their children, to patients who need a welcome distraction during a hospital stay, or to daycare centers or schools, for educational reasons.



Raising money, donating money

Another way of showing our commitment to the local community is by providing financial support to a number of organizations. Often, a group of our employees volunteer to organize specific fundraising actions to support a local entity. The Charity Committee of Cartamundi Ireland for example each year organizes a wide range of activities to raise money for local and national children's charities. But we are also setting aside money in our Cartamundi Global Fund, to support the future of children and young people between 1 and 18 years old.

The added value of our production facilities

The acute shortage of personal protective equipment gave Cartamundi Ireland the idea of putting together medical test kits at the Cartamundi factory in Waterford in order to support the local community.

Also, elsewhere in the world, we examined how we could use our existing production facilities to make a difference to various communities during this debilitating crisis.

At Cartamundi North America, for example, they produced tens of thousands of face shields for weeks and then donated them to various hospitals, health workers and first responders. Not to mention the creation of Medimundi, the new spin-off of Cartamundi and the University of Antwerp. The much-needed FFP2 and FFP3 respiratory masks have been rolling off the production line in the Turnhout plant, destined for the national and international markets.



Making games opened doors to engage with our community through schools and charities

The Charity Committee of Cartamundi Ireland has a heart for children

Ever since its establishment in 1977, Cartamundi Ireland has been based in Waterford. The more than 300 employees are often from the neighborhood and contribute to the production of popular board games such as Monopoly, Trivial Pursuit and Connect 4.

The factory has solid roots in its local community and continues to invest in that relationship by supporting community members. That's where the Charity Committee comes in. Each year, the members organize several fundraisers among employees. The collected money gets donated to local and national charities.

The Charity Committee was established years ago, but it got an update in 2018. "Now the committee consists of twelve members, both white- and blue-collar", says Lisa Kenneally, HR Manager at Cartamundi Ireland. "Each year they organize various fundraisers. Traditional cake sales, quizzes and raffles. But also

charity nights out, carol singing in the local town and country markets in our canteen. Our members are very committed. They work hard to organize fun activities for the employees and raise money for charity at the same time."

“The Charity Committee works hard to organize fun activities for the employees and raise money for charity at the same time.

Lisa Kenneally, HR Manager
Cartamundi Ireland

Focus on helping children

With the donated money and games, the Charity Committee helps local and national charities that support children with their basic needs. For example, the committee donates regularly to children's hospitals, the Childhood Cancer Foundation and local schools.

Fran Conroy, blue-collar employee and proud member of the Charity Committee: "We have a heart for children. Making games opened doors to engage with our community via schools and children's charities. Kids learn and experience the world through play. We feel privileged to be part of that."

In 2020, due to the corona crisis, the Charity Committee also reached out to local retirement homes and homes for the elderly. "Some of our employees couldn't visit their parents or grandparents who resided in homes", says Lisa Kenneally. "This inspired the committee to donate games and puzzles to elderly residents, as a distraction during their isolation."

The Charity Committee also helped to create a Christmas village in the garden of one of the retirement homes, giving the residents a lift in spirit.

“Children learn and experience the world through play. We feel privileged to be part of that.”

Fran Conroy, member of the Charity Committee

Communication on multiple fronts

The committee gets a lot of support from the employees, partly thanks to its smooth communication. "We inform our colleagues as often as possible about the charities we select", says Fran Conroy. "Through our newsletter, for example. But also through internal information boards, social media and presentations in our canteen."

In previous years, the Charity Committee even invited the charities to introduce themselves to its members. "That way we knew exactly what help they needed: games, money or helping hands", says Fran Conroy. "And afterward, they received another invitation to visit. So that they could tell us what they had accomplished with our help."

What is the Charity Committee working on now? "The committee will certainly play a connecting role between local communities, employees and the brand new, overarching CM Fund", says Lisa Kenneally. "But we still have to examine how exactly this role will take shape. To be continued."



Magie à l'hôpital makes children's dreams come true

Providing moments of joy for children with a long-term illness

Long hospital stays are emotionally draining, especially for children. They miss their friends and family. And may worry about their future. Cartamundi wants to offer them a moment of joy, so that – at least for a while – they forget their sorrows. How? By supporting Magie à l'hôpital, a French association of volunteer magicians who organize magic shows for long-term hospitalized children.

“The project is very important to us”, says Julien Klop, CFO Cartamundi France. “Offering conviviality and entertainment to our community members is part of the Cartamundi DNA. Hospitalized children need those things badly. For them, we are happy to go the extra mile.”

Magic as medicine

Magie à l'hôpital organizes magic shows in 15 children's hospitals in France, 1 to 4 times a month in each hospital. Children are treated to a personalized show at their bedside. Or they gather in the playrooms for an interactive show or a magic workshop.

“The magicians rehearse in a spare hospital room, so they can adapt the show to the child's situation and offer the best to their spectators. Volunteer magicians help to alleviate the mood and the anxiety of the children during their stay in the hospital, which is beneficial to the child's healing process.”

Cartamundi ensures games and publicity

Cartamundi started to support Magie à l'hôpital in 2018 by donating games for the children. That support expanded in the following years.

"The magicians of Magie à l'hôpital now use the images of our playing cards to spice up their magic shows. We also developed a new magic game to teach children simple tricks. For every copy we sell, we donate 1 euro to the association."

In addition, Cartamundi uses its network to raise awareness of the association. Through social media, press releases and influencer marketing, for example.

Big stories, big smiles

The children can also whisper their greatest wish to the magicians. "Everything is possible: meeting their favorite artist, taking part in a television show, flying in a hot-air balloon, ... Magie à l'hôpital does everything possible to make the wish come true. And is financially supported by Cartamundi."

The dream always takes place in a family context. A volunteer from the association welcomes the family members and accompanies them during the realization of the dream. And the children? They are overjoyed and have a great story to share with their friends afterwards.

Those big smiles on the children's faces prove it: Magie à l'hôpital makes a difference!



Cartamundi Global Fund shares its magic

As time moved on, it became clear that the successful local initiatives needed a more structured approach. Less ad hoc, more cohesion. And aimed at one specific target group - children from 1 to 18 years old - instead of several. That is precisely why we set up the Cartamundi Global Fund at the end of 2020, in cooperation with the King Baudouin Foundation which is responsible for a transparent screening of the applicants and their files to ensure that the organizations have genuine requests.

Why support children?

As a games manufacturer, the link with children is never far away. We feel a strong connection. Moreover, children are at the beginning of their lives. By investing

in these children at an early age, we can guide them and their families towards a sustainable life and really make a difference to their future.

With the mission "Sharing the magic of caring for people", the fund focuses on projects that contribute to better health, sociability and education:

Health

The COVID-19 crisis once again underlined the increasing need for health support. The Cartamundi Global Fund wants to support projects that strengthen the physical and mental health of children and adolescents.

Sociability

Just like our products do, we want to connect people. Young, old, man, woman, holebi, transgender, highly educated, less educated... Everyone should have the same opportunities, both around the gaming table and in life.

Education

Cartamundi wants to encourage disadvantaged groups

to develop their talents. Our fund matches its support to the needs of children in specific regions. In non-European countries like India and Brazil, the focus is rather on hard skills: making sure everyone can go to school. In the European countries and North America, on the other hand, the pillar 'education' is filled in with support for soft skills: social and emotional skills, creativity, empathy...

Support by means of funding and manpower

The idea for a global fund was born out of a desire to support local communities on a long-term basis. We don't just want to donate money or materials. We strive to work together with several non-profit organizations and bring sustainable solutions to the table. We examine how we can support each other structurally, how we can learn from each other. Cartamundi's employees are closely involved in the operation of the Cartamundi Global Fund. They will have the opportunity to submit files or make suggestions. They will help us decide which projects to support. Moreover, they will be encouraged to roll up their sleeves themselves. Each individual should use their strengths to help others.

We want to contribute to a bright future for the generations to come

Cartamundi Global Fund launched in 2021

In collaboration with the King Baudouin Foundation (KBF), Cartamundi launched a global fund in 2020. Its main aim is to help children and youth between 1 and 18 years old. "Through this fund, we want to invest in their future and help the next generations. Our projects will offer support to learn and grow, as well as the basic skills to lead a full and rewarding life," says An Christiaen, Global Corporate Social Responsibility Manager of the Cartamundi Group. "With this fund, we want to give back to the communities in which we live and operate."

With the mission "Sharing the magic of caring for people", the Cartamundi Global Fund focuses on projects that contribute to better health, sociability and education.

The first, health, comprises mental fitness and development of all people in society. Ana Carolina

Gonçalves, EVP Latin America at Cartamundi explains: "Lately, there's been an increased need for emotional support. Our fund supports projects that strengthen the mental health of children and adolescents. By teaching them how to take care of themselves mentally, we combat the risk of social isolation."

“ Our fund supports projects that strengthen the mental health of children and adolescent.

Ana Carolina Gonçalves, EVP Latin America, Cartamundi



By supporting sociability, Cartamundi improves social cohesion between generations, cultures and societies. The last pillar is education. Cartamundi encourages disadvantaged groups to develop their talents. Our fund aligns its support to children's needs in specific regions.

Financial support, donations and volunteering

The Cartamundi Global Fund wants to make a difference by offering financial support and donating games to organizations and schools. At least 70% of our financial aid will be gifted through the open calls of the King Baudouin Foundation. "We also want to engage our stakeholders by volunteering, organizing fundraising events and asking for their participation," says An Christiaen, Corporate Social Responsibility Manager at Cartamundi.

“ Covid-19 struck hard in Manaus, Brazil, where our Copag da Amazonia factory is situated. That's why we will definitely make a contribution there.

An Christiaen, Global Corporate Social Responsibility Manager, Cartamundi

The global fund supports projects in the different countries in which Cartamundi operates. Since the entire Cartamundi Group is on board for the fund, we can organize initiatives in all regions where we are active. It allows us to use our means where they are most needed. "Let me give you an example", An says, "We know that Covid-19 struck hard in Manaus, Brazil, where our Copag da Amazonia factory is situated. That's why we will definitely make a contribution there."

Aside from financial and material support, Cartamundi also wants to encourage employees to volunteer. Each individual should use their strengths in order to help others. Cartamundi's marketeers could draw up a marketing plan for a non-profit organization or the maintenance staff could paint a school, for example.

A year of positive contributions

"In 2020 we were supposed to celebrate 50 years of Cartamundi," says Stefaan Merckx. "But when Covid-19 struck, we knew we had to shift our priorities. We decided to bring the global fund to life before the end of the year, to make a positive contribution. Our idea of success goes beyond economic profit. We want to make a difference to people and society. By founding the Cartamundi Global Fund, we're one step closer to fulfilling that ambition."

Choosing the right projects

To decide which projects are most suited, the King Baudouin Foundation screens the applicants and their files to ensure that the organizations have sincere requests. Then, it is up to Cartamundi to make the decision. We want to enhance the community feeling of all Cartamundi employees, so we encourage our colleagues to become socially engaged. They are free to suggest projects that are close to their hearts.

"I would very much like to actively involve all stakeholders in the Cartamundi Global Fund," says An Christiaen. "Employees will have the opportunity to send in files or make suggestions. They will help us decide on the projects that receive support." For game donations, Cartamundi will develop a transparent internal procedure, so that all applications are treated in the same fair manner.

Long-term partnerships

The idea for a global fund was born out of a desire to support local communities on a long-term basis. "We don't just want to donate money. We strive to work together and bring sustainable solutions to the table. That's also why we choose to volunteer," says An Christiaen. Cartamundi found the right partner in the King Baudouin Foundation. "By cooperating with KBF, we can rest assured that every penny will go to the people who need it most."

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An Christiaen, Global Corporate Social Responsibility Manager, Cartamundi

King Baudouin Foundation joins forces with Cartamundi

The King Baudouin Foundation is an actor for change and innovation, with a mission to contribute to a better society. It operates both on a local and international scale and supports social justice, health, the environment and many other areas of life.

Nicolas Bastenie, philanthropy advisor at KBF, was delighted to set up the global fund with Cartamundi: "We're always pleased when more and better philanthropy can be done. The Cartamundi Global Fund will certainly do its part. We created the fund through intense dialogue. And we appreciate that Cartamundi took the time to reflect on its values and ambitions. We're at the beginning of a beautiful story, where the international nature and local presence of both our organizations will show their full potential."

Covid-19: caring for our communities, becoming more relevant than ever

Social isolation, a critical shortage of Personal Protective Equipment (PPE), a local health care system under great pressure, ... From March 2020, the Covid crisis reveals a new, harsh reality. Cartamundi immediately plans to **help its local communities worldwide**.

In the US, it re-opens its closed factories and calls back employees to produce PPE. In Belgium, a brand-new company, Medimundi – a joint venture, emerges to produce high-quality face masks. And elsewhere, local branches donate games to hospitals, childcare centers and nursing homes, providing entertainment and fun at a time when people need it the most.

“The corona pandemic has proven the enormous strength and generosity of our employees.

Stefaan Merckx, CEO, Cartamundi

Alleviating the need for high-quality PPE

Rewind: early 2020, many of our factories are forced to close for several weeks to ensure the safety of our employees and customers. But soon, some production lines were running at full speed again. Not to produce

games, but to make **essential face shields and face masks**, alleviating the urgent need for high-quality personal protective equipment.

In **Waterford, Ireland**, the Cartamundi board games factory partially re-opened: “A small team of employees compiled **essential medical test kits** to help out local nursing homes,” says Barry Morrissey, Managing Director of Cartamundi Ireland.

[Read the full story ▶](#)

In the US, the Cartamundi Design Centre in Seattle designed a **face shield** which was later produced in the Cartamundi facilities of Dallas, Texas and East Longmeadow, Massachusetts. Says Stefan Congram, Senior Management Consultant at Seattle Design Centre: “Speed was essential: our health workers needed high quality face shields as soon as possible and in less than 48 hours we finished our prototype.”

[Read the full story ▶](#)

Medimundi rises to the challenge

In Belgium, Cartamundi joined forces with the University of Antwerp and machine manufacturer Cloostermans. On July 9th they founded Medimundi, a venture that produces FFP2 and FFP3 masks for Belgian healthcare workers.

“Medimundi produces unique face masks: ultra-secure, extremely comfortable and 100% local.

David Germis, CEO, Medimundi

The masks are 100% local. The University of Antwerp provided the design, Cloostermans developed and installed the machine and Cartamundi made its factory available for production. The result? Respiratory masks with the highest possible protection and a certified European quality label.

[Read the full story ▶](#)

Donations bring comfort and distraction

The pandemic has hit the socially vulnerable particularly hard. To support them, several Cartamundi branches and companies decided early on to donate games to retirement homes, childcare centers, hospitals and social care centers.

From Belgium to Spain, from Poland to the USA: throughout the Spring and Summer of 2020, our games brought **distraction, companionship and moments of fun**, with employees showing initiative and sharing their creativity.

“We want to be at the heart of our communities,” says An Christiaen, Global CSR Manager. “After all, we need their support to be able to operate. Setting up valuable local initiatives is one of the ways we try to contribute to local communities.”

“We want to be at the heart of our communities.

An Christiaen, Global CSR Manager



Life-saving face shields for health workers in the front line

Cartamundi USA reinvents itself during corona crisis, producing essential Personal Protective Equipment

What can we do to give back to society and to help fight the coronavirus? Cartamundi USA did not hesitate long to answer this question. For weeks, they produced tens of thousands of face shields and then donated them to various hospitals, health

workers and first responders.

March 2020. As in the rest of the world, COVID-19 struck mercilessly. In the US, too, non-essential factories such as Cartamundi's were forced to close.

"One could argue that games are essential too because they give us something fun to do while at home and because they contribute to our mental wellbeing," says Philip Wauters, Executive Vice President of Cartamundi USA. "But according to the law they're not essential and so we could not produce them."

However, it didn't take long for a bright idea to arise. "With an acute nationwide shortage of protective materials for frontline healthcare workers, we decided to design, manufacture, and donate face shields to the organisations that need them the most. All in close cooperation with our customer Hasbro."

“By producing and donating face shields we've given our employees something to care for and be proud of.

Stefan Congram, Senior Management Consultant Cartamundi USA



The need for speed

“Under normal circumstances, to make a face shield, I would just pick up the phone and order whatever I need. But now we had to work with whatever we had floating in the cupboard”, says Stefan Congram, Senior Management Consultant at Seattle Design Center.

Around the globe, there were shortages of not only PPE (personal protective equipment) but also of the raw materials because the supply chain for many of the materials had either completely collapsed or ran dry. Still Congram finished the design and prototype of the new face shield in less than 48 hours. Quite remarkable, considering that it would usually take a full month. “Speed was essential,” says Congram. “Healthcare workers needed these face shields as soon as possible.”

Work hard and be proud

The designs were reviewed by the factories in Dallas and East Longmeadow, Massachusetts and production started there on April 9. As soon as Cartamundi USA started working on the face shields, a tremendous sense of pride spread across the organisation. “We’ve given our employees something to care for and be proud of,” says Congram. “From the stories that I’ve heard, everybody who worked on the face shields is proud. Some even requested: ‘Hey, can I have one while I work to keep myself safer?’ There’s going to be merit in that. Knowing that your employees are motivated and happy to produce something like this is rewarding in itself.”

Elsewhere in the world, in Waterford, Ireland, Cartamundi started assembling essential medical test kits in the board games facility. Initiatives that all fit perfectly with the objectives set by the shareholders: “Be relevant for the communities we live and operate in”.

Guaranteed health & safety at the workplace

Measures taken to safely produce face shields include:

- All-inclusive individual workstations separated by plexiglass screens
- Touchless temperature check
- Gloves, sanitary gels, and other protective measures
- Separated shifts to reduce contact
- Social distancing throughout the factory

At the first signs of the pandemic, mid-March, Cartamundi implemented stringent safety measures worldwide to protect its employees, some of which were even more strict than local regulations prescribed.

Distraction, companionship and a moment of fun

Fournier playing cards brighten up daily life for vulnerable groups in Spain

A deck of cards provides entertainment. That's for sure. But it also forges strong bonds between people. Thanks to Fournier, playing cards made those difficult COVID-19 times bearable in Spain, offering distraction, companionship and a moment of fun to patients, medical staff, the elderly, children and the homeless.

During the infamous spring of 2020, Spain was among the countries hardest hit by COVID-19. For weeks, the temporary hospital in Madrid's trade fair complex IFEMA was the nerve centre and symbol of the fight against the corona virus in Spain. Doctors, nurses, firefighters and the military worked day and night to attend to almost 4,000 people who were transferred to IFEMA to relieve overcrowded hospitals. In this hard and dark period, Fournier tried to provide that one ray of hope.

“Building a hospital in less than a week requires the solidarity of lots of people. We had to pitch in by offering what we're good at: playing cards.

Diego Ruiz de Gauna López,
Marketing Manager Fournier

Clearing your mind, forging social relationships

Together with the charity Diversión Solidaria, Fournier donated several hundreds of its traditional playing card decks to the IFEMA hospital, as well as to hundreds of doctors and nurses who stayed in a Room Mate hotel before and after their shifts. Both hospital staff and patients were delighted with the playing cards.

“Our donation did what we had hoped for”, says Ruiz de Gauna. “Doctors and nurses were able to clear their minds after an intense day at the hospital with a deck and a tablecloth to play solitaire. Among the patients, the cards not only provided distraction, but I was also told that it helped to forge social relationships.”

Recreation for the vulnerable in difficult times

Worldwide, the Cartamundi Group tries to make a positive difference for the communities in which they operate, without losing the link to their own world and

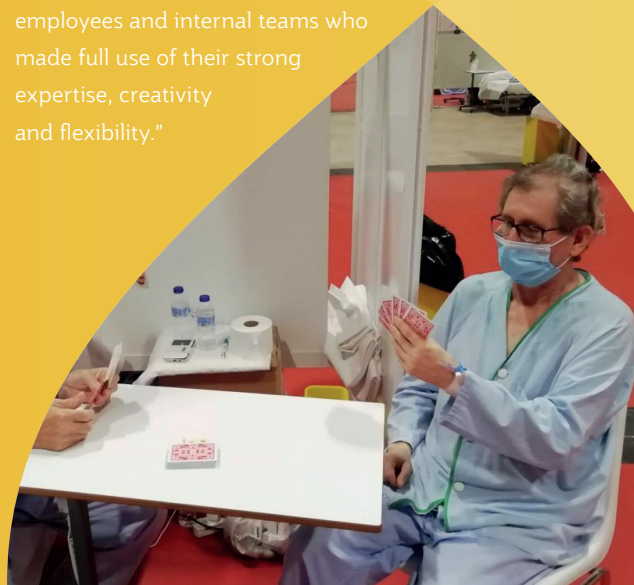
products. Therefore, not only the Spanish heroes in healthcare were vaccinated with some game fun, but also many elderly people who have been particularly vulnerable to corona and loneliness were surprised with a deck of cards.

Fournier donated more than 1,500 decks to homes for the elderly, but also to homeless shelters and children's homes in the Basque Country, where Naipes Heraclio Fournier is situated, and Castilla La Mancha. The playing cards encouraged them all to stay more active and brought some joy into their difficult quarantine days.

Playing together works in all levels of society, according to Fournier's Ruiz de Gauna: “Someone told me recently ‘Just playing cards with my family for an evening helped me realize I should spend more time with them from now. No screens, just a game in good company’. I thought that was a poignant thing to say.”

One team, one game

“It was heart-warming to see how our products were more than just a deck of cards during this crisis”, Ruiz de Gauna continues. “We were able to show that we are much more than a strong manufacturer, that we are happy to take our responsibility. The distribution of playing cards was a project that we were able to roll out in a very short period of time. All thanks to our employees and internal teams who made full use of their strong expertise, creativity and flexibility.”



Why we picked up producing face masks

We joined forces with University of Antwerp to form Medimundi

On July 9th, 2020, Cartamundi and the University of Antwerp set up a joint venture called Medimundi. The company provides a solution to the shortage of high-quality face masks in the Belgian healthcare sector. The FFP2 and FFP3 respiratory masks by Medimundi are 100% local: the university took care of the design, Cloostermans provided the machine, and production takes place in the Cartamundi factory in Turnhout.

Since November 2020, production of face masks has been running at full speed. "I'm proud of Cartamundi fulfilling its social role in our community," says David Germis, CEO of Medimundi.

Helping Belgian healthcare workers

"Companies like Cartamundi play an important role in society," says David Germis. "At the beginning of the COVID-19 crisis, the family shareholders explicitly asked us to help the affected local communities wherever we could. Around that time we learned that the University

of Antwerp and machine manufacturer Cloostermans wanted to produce face masks in Belgium. We immediately offered our help. A few months later, Medimundi was born."

The healthcare sector was in urgent need of respiratory masks with the highest possible protection. But today fewer than 20% of the imported respiratory masks meet that standard. That's why Medimundi produces FFP2 and FFP2 respiratory masks with a certified European quality label, which will protect our healthcare workers from viruses, bacteria and carcinogens.

“ We are taking an important step in society.

David Germis, CEO, Medimundi

Unique partnership

Researchers from the Product Development Department of the University of Antwerp (Antwerp Design Factory) designed the masks using an innovative and patented technology. David says: "The masks are not only ultra-secure, they're also extremely comfortable. Their form is fully adapted to our anatomy. An innovative filter and valve technology makes it easier to breathe." The Belgian company Cloostermans supplied their innovative machine that produces the masks. Meanwhile, Cartamundi is in charge of operations leveraging its experience in transport, production and packaging.

Determined to go worldwide

Medimundi started with a basic investment of €3,5m and intends to continue investing in international expansion and in similar products. The extensive network of Cartamundi factories worldwide will certainly play an important role in this.

"Thanks to our global industrial and commercial capacity, we can easily expand abroad in the long term. Demand is high here too. We also look beyond the medical sector. Employers who want the best possible protection for their staff, construction companies active in asbestos removal, fire brigades and civil protection, ... Everybody deserves the finest protection equipment," David concludes.

