



### Information about the company

1. Company name, size and industry

Bax Kunst - Galerie, Lijstenmakerij & Kunstuitleen (Sneek, Holland). One-man business, Industry Arts & Crafts



2. Brief description of the company, business idea, products and services, amount of employees etc.

Our company Bax Kunst is mainly a one-man business. Although we get by with a lot of help from student interns. And because Bax Kunst is a family business, my mum and dad help along from time to time. The company consists of an (art) framing company, an art Gallery and we service Art lending, as well as service commissioned art. Never a dull moment.

## Sustainability in companies

1. How are sustainability (ecological, social, cultural and economic) reflected in the company's operations?

Although we are a small business, we try to carry the load of trying to better the environment. We try to recycle all our raw materials in the Framing company, such as wood, cardboard, types of glass and metals. We separate everything in different containers. We also re-use as much packaging material as possible.

We advise our customers to order an art bag which is reusable. In this case we even offer a leasing system. If the customer is done with the bag, they get a small fee back. With the used art bags we try to help other customers. It all comes down to reducing the amount of extra plastic, cardboard etc.

We are looking for artists in the future, who would like to use our raw materials in their artpieces. We are already in contact with artists who would like to use our plastic waste.

Our building is changing in small steps, due to limited funding. At first we changed all of our light systems and put in LED-lighting. In the future we would like to make plans for solar panels, isolating the building etc.

In social perspective we talk a lot with our customers about our plans about sustainability. We try to make people aware of the re-use of materials and show them our way of business.

2. What are the reasons for emphasizing sustainability in your company? Why?

Since our founding in 1992 we already worked with some of the methods. Mainly separating waste, as well as re-using raw materials in our store. We thought it might create more awareness to our customers by carrying out our message, and intensifying sustainable methods.

Another reason is off course the increasing goodwill when working more environment friendly. And off course there are some economical advantages with the switch to LED-lights for example, or reducing heating costs with a smarter thermostat.

3. What are the benefits of mainstreaming or emphasizing sustainability? Describe. See above: Environmental, cultural and economical reasons. And off course it is a good marketing instrument.

What kind of meters does the company use to measure ecological, social, cultural or economic sustainability?



1. This year we actually started measuring after a student wrote her essay on sustainability in our Company. We measure most financially, interview customers, and research new possibilities as they come. As it is kind of new to us to start emphasizing our sustainable message, we haven't been able to evaluate into depth about it.  
But for the coming years we are working on short-term and long-term goals and targets. Starting this year.

2. What side effects has the introduction or emphasis of sustainability brought on the company?

Sustainability comes with a promise to both your company and your customers. You always have to do what you promise in your true message. This off course then leads to investing more time to execute it.  
And besides time you'd have to be willing to invest. It comes with some financial consequences.

### Benefits of sustainability

1. What kind of economic benefits have you achieved in your company by regarding sustainability issues, for example, changes in turnovers or other positive impacts?

Lower costs over time. In energy, packaging & logistics for example. Lower overhead costs in the long term.

2. What kind of social benefits have you achieved in your company by regarding sustainability issues?

Goodwill and positivity about our way of business.

3. What kind of ecological benefits have you achieved in your company regarding sustainability issues, for examples emissions or waste, energy, water or raw materials?

This is hard to measure, since we started monitoring this year. But we did reduce the use of packaging film-plastic with 65% this year alone, and with re-using damaged glass into new frames, we reduced glass use with 15%. In the long term I even think we can reduce more in the use of raw materials.

4. What kind of cultural benefits have you achieved in your company regarding sustainability issues, for examples emissions or waste, energy, water or raw materials?



I think in the short period of being more aware of our methods, we as a staff are more aware and also share our message with our suppliers and manufacturers on the subject. We can't measure whether they take on our advices, but still we try to create an example in our branch as framing company.

### **Actions in sustainability**

1. What concrete steps has your company taken in terms of sustainability? Where did the ideas come from?

Switching to LED, reducing heating costs drastically, reducing electricity costs by narrower measuring the use of machinery, re-using raw materials and reducing plastic use, acquiring more eco-friendly packaging products, acquiring art bags, etc. Most ideas came from working with this particular talented student and sparring with fellow entrepreneurs. As well as deeper studies into the matter.

2. What these concrete actions in the business has demanded from the company?

The actions ask mostly financial endeavors in the short-term. But as it delivers profits over time, we are willing to put in the effort. And of course the increasing sense of responsibility and the invest in time.

### **Values of Sustainability**

1. Has sustainability regarded in the company's internal values?

The internal values haven't changed, they merely became more important in our increasingly modern company.

2. How have your customers appreciated your actions? Describe.

As written above, they are enthusiastic and encourage us. It increases our goodwill.

3. How do employees have appreciated your actions? Describe.

Again, this in the sense of feeling more responsible about what we do, and how we do it.

4. Has the consideration of sustainability been reflected in the company's recruitment process?

No comment, we are a one-man business and won't hire (except for students wanting to gain experience).

### **Marketing and brand**

1. Have the company taken advantage of sustainability efforts in marketing?

Yes. See above.



1. What kind of image or brand effects there have been after regarding sustainability?  
See above.
2. Are there some other positive brand or image impacts?  
We haven't measured this yet.

### Plans for future

1. What questions or issues do you see as the most relevant from the sustainability aspect in the future? Why?

The most important question for this matter is whether every company would put it on top of the agenda, even if governments won't make it priority. And if they would still be willing to do it merely for positivity and rebranding, without the financial advantages and grants.

So it all comes down to what importance we give it in the nearby and further future.

2. Do sustainability issues affect a company's plans for future or investments? How?

Yes, I think mostly financially. Most business look for a profit, so they would be more willing to invest if it delivers in the long run.

