

MWISHTM



How to create better conditions
for movement – anywhere

where activities
come to life

bergo[®]
FLOORING

We believe that every school and every city deserve attractive surfaces.

Inspiring surfaces where sporting unites people from different backgrounds and gender.
Places where people integrate with society through sustainable solutions.
Solutions that help people become healthier and happier.
Today and for future generations!





An image of reality:

Uninspiring dull surfaces does not encourage people to exercise...

...especially not children and youngsters. In the digital era with smartphones and tablets, we need to make it fun and alluring to practice sport activities.



Obstacle:

54% of all municipalities in Sweden have not got a plan how to develop activity surfaces. The process goes too slowly, and problems become bigger every year.

Source reference: The Swedish National Sports Confederation



The solution:

Accessible and inspiring space for all, that encourages to sport and play.

- Attract children and young people to be more physically active and reduce screen focus.
- Letting children get in contact with other children.
- No need for booked training times.

The effect:

- **HEALTH:** Better health and better school results.
- **INTEGRATION:** Contact with other cultures contributes to better integration.
- **SOCIALIZATION:** Interaction between girl and boy, young and old, different socio-economic backgrounds etc.
- **HAPPINESS:** Happier children, parents, school and community.
- **LESS SCREEN TIME**

WISHTM WORLDWIDE

Growing health problems worldwide

WHO's research shows that 80% of all 11-17-year olds are not enough physically active.

No matter where you are living, in all countries around the world, this is a growing problem.

It is a global trend, causing many health-related problems.

The Global Goals

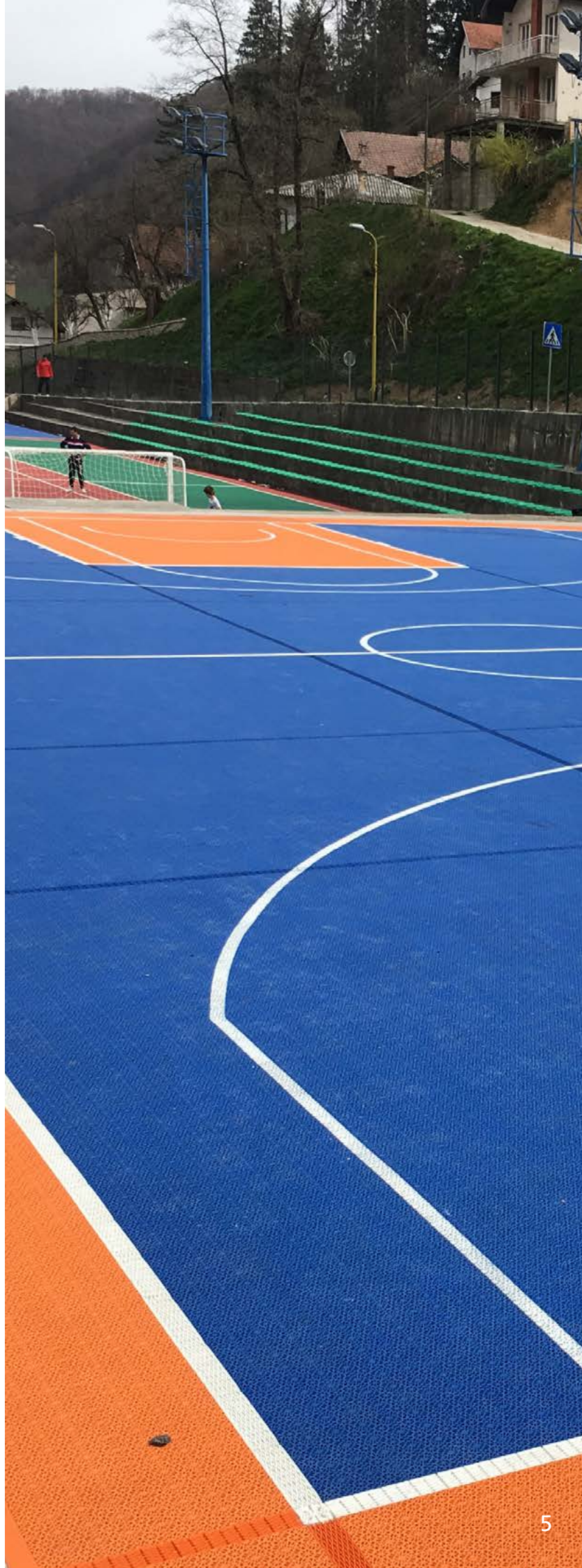
EU, UNDP – United Nations Development Program – The Global Goals and Governments are aware of these problems, they have all their guidelines and goals clearly set up. Goals and guidelines that ALL countries are advised to follow!



*One of the UNDP goals:
"Good Health and well-being"
Ensure healthy lives and
promote well-being for all
at all ages.*

Read more:
<https://www.globalgoals.org/>





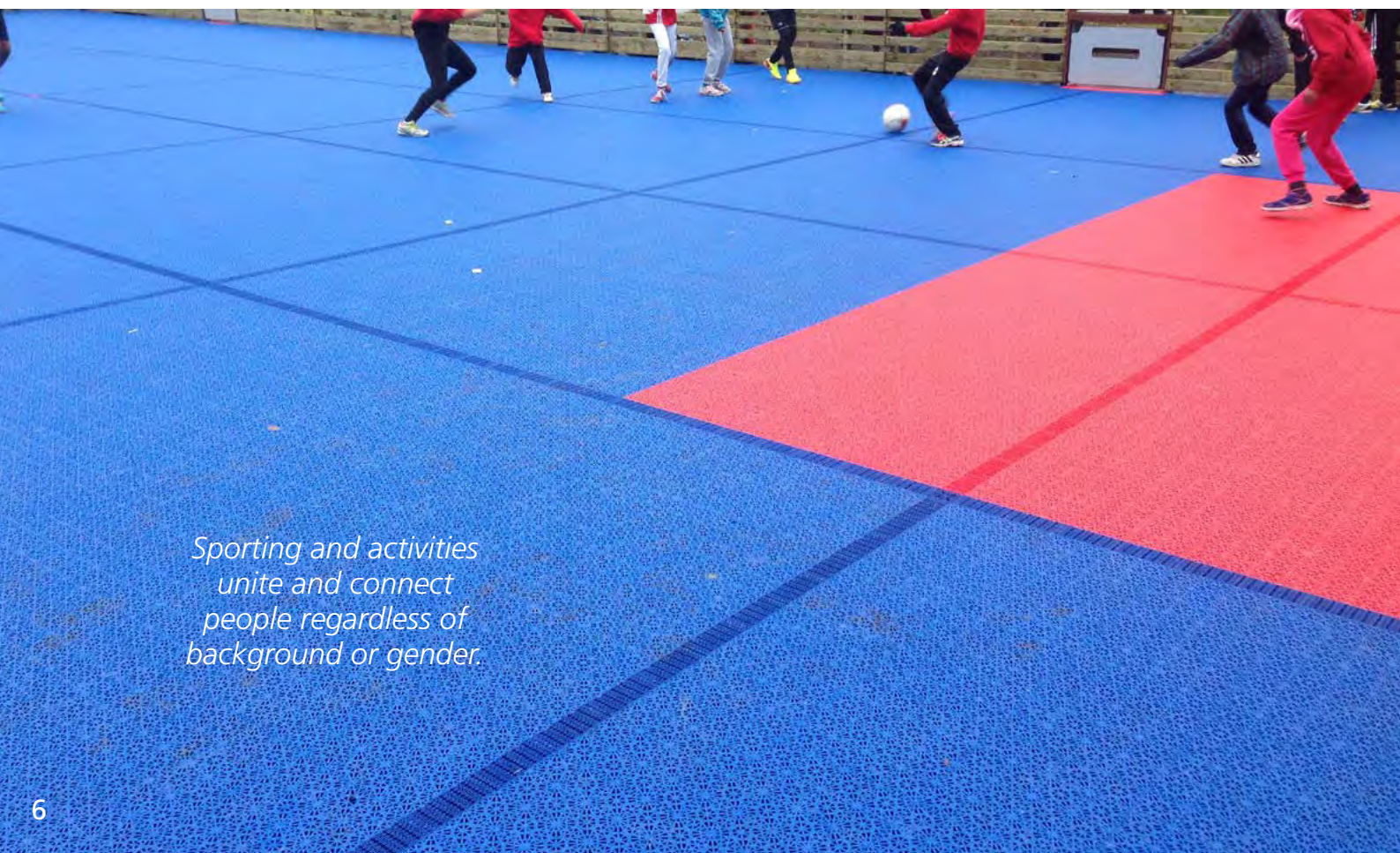
WISHTM

INTEGRATION

The process of integrating people from different backgrounds can be done in many ways. Different activities are arranged around the world - one is by sporting!

Accessible sporting areas:

- Get people integrated in the society.
- Refugees/immigrants – sporting has no need of language.
- Equality, where boys and girls can meet.
- Diversity – people come together from different backgrounds.
- Create a hangout for all ages – preventing crimes.

A group of people, including children and adults, are playing soccer on a large, artificial turf field. The field is primarily blue with a red section in the foreground. The players are wearing various colored clothing, and a white soccer ball is visible in the middle ground. The background shows a wooden fence and some equipment.

*Sporting and activities
unite and connect
people regardless of
background or gender.*



WISHTM

SUSTAINABILITY

We care about people and planet.

One of our greatest tasks is to make the world more sustainable. We must make sure that there are no harmful substances reaching the nature or humans. That is why we have chosen to work with the best and cleanest raw materials possible. Both to ensure a long lifetime of the product, but also to make it safe for our staff in production and the ones using our products.

We are not striving to find the cheapest available raw material, since that would affect our promise; to make safe and good quality products.

We have been making great flooring ever since we invented the first tile on the market back in 1972. BERGO is the original and we know what it takes to make an excellent product.

We care about the future of our children, that is why SUSTAINABILITY is one of our core values.

"We care about the future of our children, that is why SUSTAINABILITY is one of our core values."



Sustainable solution

A safe purchasing decision, now and for the future:

- Eco-friendly material, no harmful chemicals or migrating phthalates etc.
- Eco-friendly production.
- 100% recyclable - new products = circular economy.
- ECO-series-made from recycled materials.
- Reusable, in new locations.
- Made in Sweden.

Raw material

- Clean, non-hazardous materials* - No Bisphenols, No Phthalates/softeners
- Natural color pigments
- Our ECO-series has up to 100% recycled material

*Our Raw material is actually that good, that it is approved to be in direct contact with food (FDA-approved).
*To make sure our products are as good as we claim, we let the Governmental controlled Swedish Chemicals Agency review us and our products.

Production

- No harmful emissions during the process
- Electricity from clean energy sources, no coal/oil
- Great working environment:
 - Fair salaries
 - Code of conduct
 - No child labour
 - Union membership is encouraged
 - Proudly made in Sweden

Recycle / Reuse

- Reuse the present product in new locations / 2nd hand market
- 100% Recyclable product = material for new products = circular economy
- Leaves no residues/particles after removal
- "Cradle to cradle-perspective"
 - we will help customers to recycle.



Distribution

- Low weight, stackable product = efficient transportation
- All packaging materials are 100% recyclable

Product in use

- No emissions/migrating microplastics during use
- Long lifetime
- Up to 15 years warranty
- Basically, no need for added products/chemicals/glue, etc. for the installation



“We are proud of being awarded by the Swedish Crown Princess for our environmental work!”

WISHTM HEALTH



Physical inactivity is now identified as the fourth leading risk factor for global mortality.
Let us make a difference together!

How to get people active

- Offer alluring activity areas.
- Creating meeting points around sport activities.
- Let the areas be accessible for everyone.

Results

- Better results in school/work.
- Less illness – Gives energy.
- Less screen time – Focus on people.
- Increased self confidence.
- Psychological health – Happiness.

If the Sports movement reaches 100 young people, will:

- 5 less suffer from depression.
- 25 less have stomach-ache and headache.
- 5 gets better school results.

Source reference:

The Swedish National Sports Confederation

If the Sports movement reaches 100 more middle-ages adults:

- It will save 2 persons from diabetes-type 2.
- It will save 5 people from heart attack.
- It will save 15 people from high blood pressure.





SOME REFERENCES

ASSOCIATIONS ACTIVELY WORKING FOR SOCIAL CHANGE:

- Bonnier Hoops - Kista Centrum, Stockholm. The crimes during the summer holidays decreased and the combined Bergo basketball court and the cultural scene became an appreciated feature that gained the centre to live up.
- There's a better way, New Zealand - The organization is working with keeping the kids out of the streets by pop-up 3X3 basket.
- GAME (Denmark) - A non-profit organization that works for social change through "street sports" and culture.
- 127 Summer Festival - The festival creates a place for positive meetings between everyone in society - associations, authorities and citizens - thereby contributing to increased integration while at the same time counteracting exclusion.

FEDERALS/SPORTS CLUBS:

- SBBF - Swedish Basketball Federation
- DBB - German Basketball Federation
- Sörskogens IF, Huddinge Municipality.
- Ängelholm Outdoor Open, big floor ball tournament.
- NIKE 3X3 World basketball Festival, U.K.
- Spanoulis, 3X3 Basketball
- Swedish Floorball Open, Västervik.
- VT Junior Open, Västervik.
- Nova Open, Lund, Sweden.
- Lundalägret, Lund, Sweden.

MUNICIPALITIES:

- Loka Heroes, Ludvika Municipality, Sweden.
- Kvarnholmen, Nacka Municipality, Sweden.
- UiA - University of Agder, UiA-Park, Kristiansand, Norway.
- Hungary handball/multicourts around the country
- Gislaved Municipality, Sweden
- Leksand Municipality, Sweden
- Helsinki Municipality, Finland
- Jablunkov, Poland
- Österbro Stadion, FC-Copenhagen Home arena
- Springfield Convent School, South Africa
- City Bar, Montenegro.
- Agricol High School, Prahova, Valea Calugareasca
- Skatingrink, Ciudad Real, Spain.
- Lynn Rose College, Mississauga, Canada.
- Utomhus sportbana - sporthall Pabellón Principe de España
- Skola QSI, Ljubliana, Slovenia.
- Village Lodin, Czech.
- Podstawowa Elementary school, Poland.



Good CSR project: Bonnier Hoops - CRIME RATE down - 46%!



“There’s a better way” with their truck with a portable Bergo Sport Floor and a hoop, moving from place to place, involving the kids in sporting.

“There’s a better way”, New Zealand

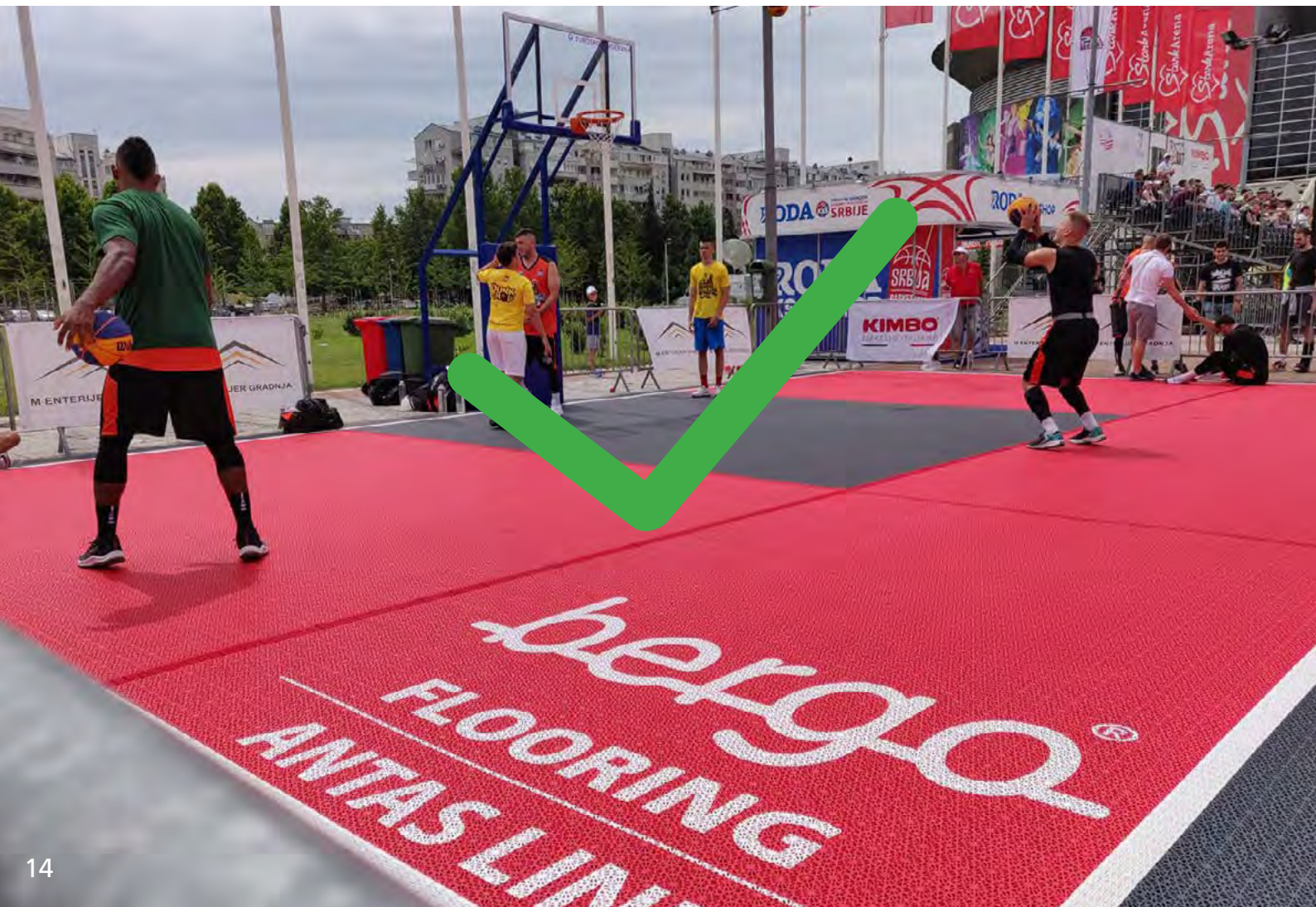
MISSION STATEMENT

There’s a Better Way is about working together as one people with one combined resource, in building positive, improved communities. It is about inspiring one another in finding better ways of working together. It is about not allowing unlawful and anti-community behaviour to sneak into our homes & families.

It is about teamwork in thinking outside the box, in creating pathways for positive change, with our combined resources. It is about standing in the light and proactively contributing in a positive way effecting not only today but creating a platform for tomorrow.

THEIR GOALS

To create platforms for positive change throughout New Zealand, empowering our community groups. To promote 3x3 basketball and get young people involved in sport. From the street to the world stage. Competing in FIBA endorsed tournaments monthly. To provide scholarships enabling youth to further their education and careers through the New Zealand Institute of Sport. To provide positive role models in every community in New Zealand. To provide employment for our young people, with more companies becoming active participants in their community. To partner with key organisations throughout New Zealand to promote a positive change. To raise \$200.000 annually to support the There’s a Better Way programme nationally.



OUR VISION

We believe that every school and every city deserve inspiring activity surfaces.

Inspiring surfaces where sporting unite people from different backgrounds and gender.

Places where people integrate with society through sustainable solutions.

Solutions that help people become healthier and happier.

OUR CONVICTION

When Integrating people, with sustainable solutions, that results in healthier people, we get:

- + Better society
- + Good Economy
- = Great Investment!
- ! That fulfills many prioritized goals



Worldwide • Integration • Sustainability • Health



where activities
come to life

bergo®
FLOORING

ECO
FRIENDLY
SPORTS
FLOORING



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