

Activate Branding Sustainability Report 2023



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Statement from the Board

Our mantra is simple. We aim to make the ordering and use of branded promotional merchandise as straight forward, cost-effective, and as sustainable as possible. All three of these elements help to cut waste, improve efficiency, and decrease environmental deterioration. We consider these not to be 'ideal' but absolutely 'essential'.

From its conception, Activate Branding has focussed on incorporating its desire to make the world a better place into its business objectives. We believe there is nothing more important than looking after the environment around us and the people within it.

We appreciate that the global uptake of fully sustainable practice isn't going to happen overnight, but we can certainly help push things in the right direction and promote the benefits of efficiency and sustainability in the way that we operate and the products we produce.

Our annual sustainability report is where we collate all of the work done so far across the business as we progress towards our sustainability goals. The report acts as a benchmark to outline where we are today so that in future we can mark our progress from year to year. It also exists as a showcase of all the great work our colleagues are involved in to make the world a better place.

This report includes descriptions of how we integrate the Global Compact and its principles into our business culture, strategy and daily operations.

Yours sincerely,

Board of Directors

United Nations Sustainable Development Goals

The 17 Sustainable Development Goals created by the United Nations are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face and are all interconnected. They recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

Activate Branding has built its sustainability strategy upon the Sustainable Development Goals. We have selected 8 goals that we are best placed to focus on and take positive steps towards. We can split how we measure our progress into three categories; how we treat our people, how we design our products, and how we collaborate with others.



Our People

Our people are the heart of our business. To be a sustainable business we need to place importance on the health of every team member and ensure they have a sustainable work-life balance. Our working environment must be safe and without any negative effects on well-being. We need to promote a happy, healthy lifestyle for all our staff. Conditions of employment need to be fair and reasonable, and career progression should be an attainable aspiration.

Our people are not only those who we directly employ but also those who work alongside us to help us achieve our aims. It is important to us that our actions do not have a negative impact on anyone who makes up part of our wider team. Our supplier onboarding and factory auditing processes are designed to ensure we only align ourselves with like-minded companies who want to treat their staff well. Our established factory audit programme gives us full visibility of the working environments in which our goods are produced and our corrective action plans allow us to help support our production partners in improving conditions for workers.





Current Overview

We consider the health of our people to be an important factor in a successful, sustainable business. We ensure our workplaces and other aspects of working life do not have a negative impact on health and well-being. All of our work is office-based and none of the activities we conduct create risks to health other than those associated with sitting at a desk for long periods of time, such as RSI.

We encourage a work-life balance incorporating home-working to give flexibility to our people. We provide healthcare packages to our employees to keep them healthy and happy. Our office space has lots of natural light and plants. We have provided access to mental health resources from the charity Mind for all employees.

We have continued to develop our suppliers' factory audit programme to ensure that health and safety in factories meets our strict standards to mitigate against the risk of harm to workers.

2023 Results

- Zero accidents or injuries in the workplace*
 - Accident frequency rate - 0
 - Accident severity rate - 0
- None of our staff had any sickness leave*
 - Absentee rate - 0
- Average number of training hours per employee - 11 hours
- 100% of employees received health and safety training for the workplace
- Offered Vitality healthcare options to 100% of our employees
- 50% of team members have signed up for healthcare packages

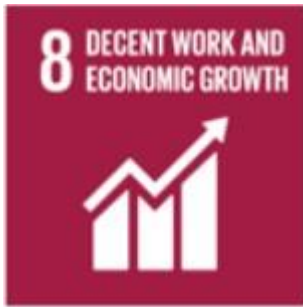
*Data taken from April 2022 to March 2023

2024 Action Plan

- Record the total % of our suppliers' workers covered by social insurance policies during factory audits to track an annual target.
- Continue to expand our healthcare plans for the growing team
- Maintain training and career development programmes for our staff

2024 Targets

- No injuries sustained by Activate Branding employees at work
- Maintain our zero accident frequency rate
- 100% of employees to receive health and safety training



Current Overview

A sustainable business needs to have engaged employees with satisfying jobs. Activate Branding aims to provide an upbeat workplace and flexible working opportunities to enable our people to fulfil their potential. We aim to provide competitive salaries and generous bonus scheme. We have up to date facilities and the latest IT solutions.

We chose office facilities that provide good working conditions for all employees. This includes ensuring that offices have good access for disabled colleagues. Photos in Appendix VII show the facilities for disabled people in our workspaces.

We only work with suppliers that have SMETA reports or have been audited to similar accredited criteria so that we have visibility of our supplier's ethical performance. We review working conditions and treatment of factory employees on a regular basis and make sure workers have equal rights and the opportunity to give feedback to management. We follow up audits with corrective action plans and work alongside factory management to improve the workplace for all staff.

2023 Actions

- Introduced an overtime payment structure to ensure any employees who were required to work at a level over and above what is normally expected would be fairly compensated.
- Created a worker satisfaction survey to gather data and measure progress year on year.
- Conducted employee performance reviews to provide feedback to staff and encourage them in their career progression.
- All employees were paid above the living wage for London where we are based (£11.95/h)
- We set up a quarterly bonus structure for all employees

2024 Action Plan

- Continue our factory audit programme and put in place a process to record corrective action progress to add to our reporting.

2024 Targets

- Increase the percentage of corrective actions closed at factories to improve conditions for workers
- 100% of employees complete annual worker satisfaction survey
- 100% of employees to complete annual performance review
- 100% of employees to be paid above the London living wage (£11.95/h)

Sustainable Products for a Sustainable Future

As global consumption continues to increase year after year, Activate Branding recognises the urgency to find ways of fulfilling demand using sustainable methods and materials. If we are to meet the needs of the present without compromising future generations' ability to meet theirs, we need to constantly strive to find more sustainable solutions.

As we consume more, we increase our impact on the environment. Climate change is the number one challenge facing the world. We recognise the effect of increasing carbon dioxide emissions and that we need to take action to reduce the impact globalisation is having on worldwide temperature and rising sea levels.

Increasing domestic and commercial waste and pollution is damaging the land and sea, and all forms of life. The recent increased urgency to minimise the use of plastics and other materials that build up and persist in the natural environment to the detriment of life forms is an example of how a change in approach is required for all industries and households.

If we are to turn around from the current path towards causing permanent damage to the earth, we need to take active steps to change our direction and be more sustainable, more aware of our impact on the environment and generate less pollution and waste.





Current Overview

We are investing in the development of product and packaging solutions focussed on reduction and reuse of materials. The increasing consumer demand for products to be more sustainable helps us to drive our supply base towards factories that are more environmentally focussed.

Our clients are also placing increasing emphasis on the importance of their suppliers incorporating responsible production methods and materials into supply chains. We need to ensure that sustainability continues to be promoted high on the agenda within both our own organisation and our supply chains to ensure future success.

We classify the products we sell into four categories:

- Eco-Friendly - does not damage the environment
- Organic Certified - made from organic materials
- Recycled - contains recycled materials
- Sustainable - related to an activity that ensures it doesn't negatively impact future generations

2023 Actions

- Conducted a CSR risk analysis of our factories to identify the areas of greatest risk in our supply chain. This highlighted that our highest risk manufacturing countries are China, UAE and India.
- Set up a process to collect data on the amount of recyclable and sustainable materials used in our orders so that we can measure progress year on year.
- Set up a Sustainability Action Group and put actions in place to minimise the environmental impact we have in our own workplaces.
- Added sustainability actions to our employee appraisal process

2023 Results

- 100% of the products we sold fell into one of our four sustainability categories:
 - 6% Eco-Friendly
 - 24% Organic Certified
 - 32% Recycled
 - 38% Sustainable
- 19% of our supply base completed our CSR assessment
- 100% of suppliers signed our code of conduct
- 96% of suppliers had current CSR audits (SMETA/BSCI)
- 100% of buyers were trained on social and environmental issues in our supply chain

2024 Action Plan

- Follow up on our risk mapping assessment to further improve our insight into the risks to worker rights in our supply chain
- Continue to employ a policy of paperless offices

2024 Targets

- Increase quantity of products made from sustainable materials
- Increase quantity of products made from recyclable materials
- Source a minimum 40% of our product range from European suppliers and manufacturers.
- Over 80% of all packaging used will be recycled or biodegradable



Current Overview

Minimising our impact on the climate and our carbon footprint is at the forefront of our business strategy. We have partnered with the charity, Project Seagrass, to support them in protecting and planting seagrass which absorbs carbon. We also donate 1% of profits from each order to Ecologi for tree planting and carbon offsetting projects. We are constantly looking out for opportunities to reduce our carbon footprint and increase our use of renewable energy.

We reduce our energy consumption through our IT infrastructure by using online data storage solutions instead of our own servers. We use OneDrive and Sharepoint to maintain all of our company's files.

We use shared office space as another means of minimising our impact on climate change. We have desks in a WeWork office so that we can share lighting, heating and IT hardware with other companies, rather than having our own building. When we work from home other companies can use the office space, instead of having our own space which would be wasted.

All of our office waste is collected and recycled where possible. Our office space has recycling points for waste to be separated for sorting. This includes food waste and packaging from samples and office consumables as well as confidential waste. 100% of food waste and compostable packaging used in the office is sorted and composted 100% of paper, cardboard and confidential waste in our office are recycled.

2023 Actions

- Continued our partnership with Project Seagrass. We give a proportion of our profits to the charity. Seagrass is one of our best defences against climate change. It absorbs and store carbon 35 times more efficiently than rainforests. In recognition of this fact, the historic United Nations Paris Climate Agreement of 2015 emphasises the critical importance of conserving seagrasses and other Blue Carbon ecosystems.
- Updated our online catalogue and did not publish any physical copies of marketing material
- Use DHL Go Green for all of our shipments. An additional fee is charged on all of our shipping to offset carbon emissions from transportation.

2023 Results

- 1% of all Activate Branding revenue was donated to Ecologi for carbon offset

programs.

- No single use cups or bottles were used in our office
- 100% of shipments arranged by us were through DHL Go Green
- We estimated that we used 8928 kWh electricity
- We estimated that we used 600 kWh gas

2024 Action Plan

- Further develop policies and training to encourage employees to reduce their own carbon footprint.
- Zero single use cups and bottles in our office
- Continue to use DHL Go Green for all shipments arranged
- Continue to work with Ecologi and highlight sustainability issues to our customers

2024 Targets

- 100% paperless offices & use of digital catalogues only
- 75% of office waste is recycled or composted.



Current Overview

These two goals are closely linked to goal 12 on responsible consumption. The sea and land and the life within it is being damaged through increased consumption and the associated waste and hazardous materials.



The work of Ecologi mangrove plantation programmes also contributes to healthy life below water. Mangroves are shrubby trees that grow along the shore in tropical and subtropical regions. Unlike most plants, they thrive in brackish water. Their unique stilt-like roots are anchored in sediment but extend above the water's surface. Mangrove ecosystems provide myriad environmental and economic benefits:

Habitat for fish and other creatures. Many juvenile fish live among the mangrove roots, safe from predators, until they are big enough to head out to the reef or ocean. So if there are no mangroves, there are many fewer reef fish. This can be devastating to reef ecosystems and the millions of people who depend on them for food security and livelihood.

Better water quality. Mangroves trap sediment, making for clearer water. They also absorb excess nutrients from runoff that can cause algal blooms, which deplete the oxygen in the water.

Fewer lives lost during natural disasters. Mangrove forests provide an effective buffer against waves and wind. When tsunamis or increasingly violent cyclones hit, communities sheltered by intact mangrove forests suffer fewer deaths and less damage than those without them.

Carbon sequestration. Mangrove ecosystems trap many times more carbon than other terrestrial ecosystems, playing a key role in keeping carbon dioxide out of the atmosphere and helping to mitigate climate change. The key is that vegetation decays very slowly because it is underwater, so little carbon is released. But if mangrove forests are disturbed, they release a tremendous amount of CO₂.

2023 Actions

- Continued our partnerships with Ecologi

2023 Results

- 100% of food waste and compostable packaging used in the office is sorted and composted
- 100% of paper, cardboard and confidential waste in our office are recycled

2024 Action Plan

- Continue to ensure our production sites dispose of all hazardous materials and waste water responsibly and in line with local regulations through our auditing programme.

2024 Targets

- 100% factories legally and safely dispose of waste

Collaboration and Kindness

Fair, ethical businesses are part of the foundation of a fair, ethical society. We understand that our actions have an effect on wider society, and it is our responsibility to act ethically.

We can improve the world around us by taking steps to ensure our employees are trained and equipped to make fair judgements and take ethical decisions. We can also encourage those that we conduct business with and other stakeholders to act responsibly and within the law.

By collaborating with other organisations, we can have a greater impact on wider society. We can learn from others and use the resources they offer to take more effective actions. We can offer our own internal skills and expertise to support others in their efforts towards their sustainable development goals.





Current Overview

Activate Branding respect all laws and regulations and strive to behave ethically in our interactions with clients, suppliers and all stakeholders. Our employees are expected to behave properly and conduct themselves in professional manner at all times.

2023 Actions

- 100% of employees completed diversity and harassment training

2023 Results

- 0% unethical behaviour found within the company
- 100% staff received annual training on bribery and corruption
- 100% suppliers signed our Code of Conduct

2024 Action Plan

- Train all employees on corruption and bribery issues

2024 Targets

- 0% unethical behaviour found within the company
- 100% staff receive annual training on bribery and corruption
- 100% suppliers signed up to the Code of Conduct



Current Overview

Activate Branding interacts with many other organisations globally. Lots of our stakeholders are also committed to working towards a better future and a more sustainable world. By collaborating with suppliers, clients and other organisations we can make more effective change, more quickly.

We work with global testing and inspection experts to ensure that the products we place on the market are safe, fit-for-purpose and legally compliant. We also use third party factory audit expertise to support our audit programme.

We collaborate with our suppliers through a process of audits and capacity building to increase supplier knowledge on social and ethical issues and to improve conditions for workers and the environmental impact of our manufacturing sites. We also collaborate with our suppliers to ensure they are aligned on key sustainability issues through the application of our code of conduct.

2023 Actions

- Continued our partnerships with Project Seagrass and Ecologi
- 1% of all Activate Branding revenue was donated to Ecologi for carbon offset programs

2024 Action Plan









- Review our commitments to existing partnerships related to our sustainability targets
- Look for new opportunities for collaboration to expand the scope of our sustainability strategy

10 Principles of the UN Global Compact

The 10 principles of the UN Global Compact are split into 4 categories: Human Rights (1,2), Labour (3,4,5,6), Environment (7,8,9) and Anti-Corruption (10):

1. Support and respect the protection of internationally proclaimed human rights.
2. Not to be complicit in human rights abuses.
3. Uphold the freedom of association and the effective recognition of the right to collective bargaining.
4. Support the elimination of all forms of forced and compulsory labour.
5. Support the effective abolition of child labour.
6. Support the elimination of discrimination in respect of employment and occupation.
7. Support a precautionary approach to environmental challenges.
8. Undertake initiatives to promote greater environmental responsibility.
9. Encourage the development and diffusion of environmentally friendly technologies.
10. Work against corruption in all its forms, including extortion and bribery.

The principles are integrated into our sustainability framework and relate to our selected UN SDGs as shown in this table:

Sustainability Framework	UN GC Principles	UN SD Goals
Our People	Human Rights and Labour Principles (1,2,3,4,5,6)	 
Sustainable Products for a Sustainable Planet	Environment (7,8,9)	   
Collaboration and Kindness	Anti-Corruption (10)	 

Annex I

Supplier Code of Conduct

Activate Branding believes that every person within its own business and its supply chain should be treated fairly and in line with legal requirements. We require our suppliers to commit to our Code of Conduct before we will commence a partnership with them. All Activate Branding suppliers must treat workers in line with the ETI base code which requires; freely chosen employment, freedom of association, safe and hygienic working conditions, no child labour, living wages paid, no excessive working hours, no discrimination, regular employment and no harsh or inhumane treatment. It is the suppliers' responsibility to achieve and maintain these standards within their own businesses.

Ethical Standards

Activate Branding expects our suppliers to be law abiding as individuals and to comply with local legal requirements in the conduct of all their business activities.

Activate Branding will only work with suppliers who provide their employees with a safe and healthy work environment. Suppliers must conform fully to the labour and health and safety laws of the country of manufacture as a minimum.

Suppliers must recognise the dignity of the individual. They will not use slave, prison or forced labour. They will afford the rights of lawful free association and collective bargaining to all employees, and the right to a workplace free of harassment, abuse, degrading treatment or corporal punishment. They will respect their employee's private and family life and their right to freedom of thought, conscience and religion.

Activate Branding recognises and respects cultural differences; we will seek and identify suppliers who employ individuals based on their ability to do the job, irrespective of their gender, sexuality, race, colour, nationality, cultural or religious beliefs, age or marital status.

Activate Branding suppliers must comply with laws and international standards that aim to protect the environment. This applies both in the country of manufacture and in the country in which the product is sold.

Working Time

Suppliers must comply with the applicable laws and industry standards on working hours. The normal working week shall be defined by law but shall not, on a regular basis, exceed 48 hours. Where the employee freely consents to work overtime, the working week may be extended.

Remuneration

Employees' wages should meet or exceed the legal or industry benchmark standards for a standard working week whichever is higher.

Equality of Treatment

A supplier's employment practices and policies should afford all workers equality of treatment.

Security of Employment

Wherever reasonably practicable, all workers should enjoy security and stability of employment and regularity of income. To every extent possible, work performed must be on the basis of recognised employment established through law and practice.

Child Labour

There must be no recruitment of child labour, under the age of 18.

Anti-Slavery

Activate Branding has a zero-tolerance approach to modern slavery and is committed to acting ethically and with integrity in all business dealings and relationships. We expect the same high standards from all of our suppliers and business partners and we prohibit the use of forced, compulsory or trafficked labour; and we demand that no one, neither adults nor children are held in slavery or servitude. We expect our suppliers to hold their own suppliers to the same high standards.

Health and Safety

It should be the aim of all our suppliers to continue to work towards reducing accidents and maintaining the welfare of their employees. Workers should receive regular and recorded health and safety training and such training should be repeated for new or reassigned workers. Minimum standards should be compliant with relevant laws and standards

Environment

Suppliers' premises should comply with ISO14000 Series. The supplier should have the relevant management systems and procedures in place to ensure compliance and will provide satisfactory evidence of compliance on request.

Suppliers must use no more packaging than is required for its intended purpose, reduce the amounts being thrown away, and save scarce resources by making sure that packaging can be reused or recycled where possible. We encourage you to examine your packaging systems to see if they meet these aims.

Supplier Declaration

Please sign and date to confirm the policy is agreed upon.

Failure to adhere to these standards will result in Activate Branding ceasing to trade with you as a supplier.

Copy to be held by Supplier and original to be returned to the appropriate contact at Activate Branding.



Signed for and on behalf of Supplier:

Name:

Position:

Date:

Annex II

Sustainable Procurement Policy

Activate Branding is committed to incorporating sustainable practices into its procurement processes. As an innovative promotional product sourcing company, we understand the impact our choices can have on the environment and society. Therefore, this policy outlines our approach to sustainable procurement and how we will work with our suppliers and partners to achieve our goals.

Scope

This policy covers all actions undertaken by Activate Branding related to procurement of goods for resale and not for resale. It applies to all Directors and employees of the company. The annex includes our supplier Code of Conduct which is applicable to all of our first tier suppliers.

Policy Governance:

Activate Branding's directors are responsible for the wording of this policy. The directors must ensure that business processes are established and employees are trained so that the policy can be implemented. Employees are responsible for day-to-day tasks which must be carried out in order for the aims of this policy to be achieved.

Sustainability Criteria:

All promotional products must meet the following sustainability criteria where possible:

- Made from environmentally friendly materials
- Manufactured in a socially responsible manner
- Recyclable or biodegradable at the end of their life cycle
- Transported in a sustainable way
- Meet all relevant environmental, social and ethical standards

Supplier Selection:

Activate Branding will prioritise suppliers who demonstrate a commitment to sustainability in their operations, products, and services. This includes reviewing the environmental, social, and ethical practices of our suppliers before engaging in a business relationship. We will not work with suppliers who do not sign our Supplier Code of Conduct (Annex I). We use ethical audits to review the ethical and environmental practices of our supply base. If any suppliers are found to be not conforming to the code, and unwilling to align with the code, then we will cease working with them.

Supplier Environmental Practices:

The suppliers we chose to work with are monitored to minimise the risk to the environment and our customers. We ensure all products have been tested to ensure they are compliant with the legal safety requirements of the countries in which our products are sold. If any of our products have chemical components then we ensure material safety data sheets are kept up to date in our technical files and passed on to our distribution and warehousing partners as required.

We ensure our suppliers with SMETA 4 pillar audits do not have critical environmental non-conformances

Supplier Social Practices:

We have conducted a supplier risk analysis based on the geographical location of our supply base to determine which of our products are manufactured in high risk countries for poor social practices. This helps us to focus our efforts to mitigate unethical behaviour of our suppliers. Our ethical questionnaire is sent to suppliers to determine which factories are highest risk out of all of our supply base. We use social audits such as SMETA and BSCI reports to identify individual corrective actions that must be addressed by factories to improve conditions for workers.

Targets

- 100% of suppliers signed Supplier Code of Conduct by 2024
- 100% of targeted key suppliers covered by BSCI or SMETA audits by 2024
- Continually monitor supplier base and maintain database of audits

Product Lifecycle:

Activate Branding will promote sustainable consumption by selecting products that have a long lifespan and can be reused or recycled at the end of their life cycle wherever possible. We will also encourage our clients to consider the lifecycle of the products they purchase from us and how they can be reused or recycled.

Targets

- Increase the number of units of green products sold year on year
- Increase the number of green products offered to customers
- Work with suppliers to find innovative products with made from sustainable materials

Transport:

Activate Branding will work with suppliers to ensure that products are transported in a sustainable way. This includes using low-emission vehicles, optimising transportation routes, and reducing the carbon footprint of our logistics.

Targets

- Decrease the percentage of orders transported by air year on year
- Find new distribution partners that offer more environmentally friendly transportation methods

Communication and Collaboration:

Activate Branding will communicate its commitment to sustainable procurement to all stakeholders, including suppliers, employees, and clients. We will also collaborate with our suppliers and partners to continuously improve our sustainability practices.

Compliance:

Activate Branding will comply with all relevant environmental, social, and ethical standards, laws, and regulations. We will also require our suppliers to comply with these standards.

Review and Reporting

These goals are incorporated into our annual Sustainability Report. Progress against the goals is measured annually and the results are published in the Sustainability Report each year.

We will continuously evaluate and improve our sustainability practices to minimise our impact on the environment and society. This policy will be continually reviewed, at least annually, and updated as necessary.

Reviewed and Approved on 1st June 2023 by:

Adam Wilkins
Director

Richard Freemantle
Director

Next review date 1st June 2024

Annex III

Environmental Policy

Introduction

At Activate Branding, we recognise the importance of protecting the environment for the well-being of future generations. We are committed to minimising our environmental impact and promoting sustainable practices. Our environmental policy outlines the measures we will take to achieve this goal.

Scope

This policy covers all actions related to the activities of Activate Branding, including all staff and third parties engaged to carry out work on our behalf.

Responsibilities

Our directors, Adam Wilkins and Richard Freemantle are ultimately responsible for setting the environmental goals for the business and ensuring they are achieved. Our Operations Manager has day-to-day responsibility to oversee our environmental programme related to the supply of goods.

Use of Materials, Waste, Pollution and Biodiversity

We don't make any products ourselves. All of our roles are desk-based so we don't generate significant waste or pollution, and we do not affect biodiversity directly. All employees travel to our shared office facility by public transport.

Targets

100% of employee commuting will be by public transport in 2023

Our work will not directly negatively impact biodiversity

All card and paper used in the office will be recycled

All food waste in the office will be composted

No use of notebooks or other note paper in the office

No use of single-use cups in the office

Energy and Greenhouse Gases

We work in a shared office space and our operations do not involve significant energy or use or greenhouse gas emissions. Staff are encouraged to save electricity and minimise the use of water and energy where possible, including switching off lights and equipment when not in use, and keeping external doors and windows closed to reduce heat loss.

Targets

We will not make business decisions that will significantly increase the business' GHG emissions

We will not increase our estimated office electricity use per employee

We will not increase our estimated office gas use per employee

Sustainable Consumption

All promotional products we source must meet the following sustainability criteria where possible:

- Made from environmentally friendly materials
- Manufactured in a socially responsible manner
- Recyclable or biodegradable at the end of their life cycle
- Transported in a sustainable way

Targets

Increase the percentage of products that meet our sustainability criteria year on year
80% of all packaging for our products to be made from recycled or biodegradable materials

Promotion of Sustainable Consumption to Customers

We will encourage our clients to select the products from us which are least harmful to the environment. We will encourage them to order products made from recycled materials, produced locally, in an environmentally friendly manner. We will offer carbon offsetting or tree planting to all clients for every order.

Targets

Increase the number of trees planted for client orders year on year
Increase the amount of carbon offsetting for clients' orders year on year
100% of customers to be offered an option which meets our "Sustainability Criteria" when providing a quote

Customer Health and Safety

We do not supply products that pose safety hazards to consumers. All of our products are risk assessed and tested by third parties to ensure compliance with regulations and that all risks are mitigated. We investigate any safety-related complaints to ensure there are no production faults which could result in hazards. We have a product recall policy in case of any safety concerns which can be implemented to minimise further potential hazards to customers.

Targets

Zero customer safety complaints per year
Zero product recalls per year
100% products to be risk assessed and tested for safety per year

Review and Reporting

These goals are incorporated into our annual Sustainability Report. Progress against the goals is measured annually and the results are published in the Sustainability Report each year.

Reviewed and Approved on 1st May 2023 by:

Adam Wilkins
Director

Richard Freemantle
Director

Next review date 1st May 2024

Annex IV

Labour and Human Rights Policy

Activate Branding is committed to upholding labour and human rights in all aspects of our business operations. We believe that every worker should be treated with dignity and respect and that they should be provided with safe working conditions and fair compensation for their work. Our labour and human rights policy outlines the measures we will take to put these beliefs into action.

Scope

This policy covers all actions related to the activities of Activate Branding, including all staff and third parties engaged to carry out work on our behalf.

Responsibilities

Our directors, Adam Wilkins and Richard Freemantle are responsible for this policy, including setting the ethical goals for the business and ensuring they are achieved.

Employee Health and Safety

We provide a work environment that prioritises cleanliness, safety, and the overall well-being of our employees. Our office spaces are designed to meet stringent safety standards, ensuring the welfare of our staff. We encourage positive well-being and mental health for our employees to ensure they are happy at work and can perform to the best of their abilities.

Targets

Zero injuries to employees at work per year
Zero accidents occurring in the workplace per year
Below national average number of sick days (2%) per year
100% of employees to be offered healthcare options

Working Conditions

Ensuring a healthy work-life balance for all our employees is of utmost importance to us. We recognise the significance of defining work hours within each individual's employment contract, taking into account legal limits and mutually agreed-upon terms. Furthermore, we provide flexible working opportunities where possible.

We believe in fair compensation for the work and level of responsibility shouldered by our employees. All pay rates exceed the minimum legal requirements, demonstrating our commitment to equitable remuneration.

Our bonus scheme is available to all employees. We have a transparent bonus structure that is shared amongst all team members.

Targets

Company average score for the annual employee satisfaction survey to be above 3
Offer a bonus scheme to 100% of employees
Pay all employees above the living wage

Career Management and Training

We are committed to a transparent recruitment process and progression of our employees careers within the business. All new roles will be made visible to existing employees and time allowed for them to apply. Existing employees will be given an equal opportunity in the interview stages of recruitment so they can be fairly compared to external candidates.

We place great importance on conducting regular performance reviews on an annual basis. We have established a formal process that ensures a consistent approach to evaluating individual performance. This allows us to provide constructive feedback and track progress effectively.

We actively identify and offer training opportunities to our employees to foster their skill development. By doing so, we aim to enhance their capabilities and enable them to excel in their roles. Additionally, we encourage open discussions between employees and their managers regarding career opportunities within the company. This ensures that there is a clear pathway for advancement and progression within the organisation.

Our commitment to performance reviews, training opportunities, and career discussions underscores our dedication to supporting the growth and development of our workforce.

Targets

Provide at least 20 hours of training to our employees per year
100% of employees to have a management appraisal each year

Redundancy

Activate Branding has never laid off any staff through redundancy or other means. In the event that this is necessary the process will be managed fairly. The only reasons for redundancy to be considered are:

- The work is no longer needed
- New processes have been introduced
- Other employees are completing the work
- The business is closing or relocating

All employees at risk of redundancy will go through a clear selection process to determine which employees are no longer required This will include:

- Skills and experience
- Attendance and disciplinary records
- Standard of work performance
- Aptitude for work

Employees at risk of losing their jobs will be considered for any other roles within the business.

Diversity, Discrimination and Harassment

We are dedicated to upholding a workplace environment that stands against any form of discrimination. We will not tolerate any direct or indirect discrimination, victimisation, or harassment. Physical, psychological, sexual or verbal abuse are not tolerated in our

workplace. Our commitment extends to treating all workers and employment applicants with fairness and impartiality. We believe in fostering a culture that values diversity and rewards achievements based on merit.

We will ensure that no worker or applicant shall face any unjust disadvantages due to policies or service conditions that lack operational necessity. We will ensure compliance with legislative standards and the promotion of exemplary practices.

Our objective is for our workforce to mirror the broader community, offering equal opportunities to all workers to realise their full potential. We have undertaken a proactive action plan to enact this policy and raise awareness among all workers.

Our principle of embracing diversity, preventing discrimination, and upholding equal opportunity equally applies to interactions with visitors, clients, customers, suppliers, and, in specific circumstances, former employees by our workforce members.

Targets

100% of employees to receive annual diversity and harassment training

Zero reports of discrimination or harassment per year

Review and Reporting

These goals are incorporated into our annual Sustainability Report. Progress against the goals is measured annually and the results are published in the Sustainability Report each year.

Reviewed and Approved on 1st June 2023 by:

Adam Wilkins

Director

Richard Freemantle

Director

Next review date 1st June 2024

Appendix V

Information Security Policy

Introduction

Activate Branding recognises the importance of information security as a vital component of our business operations. As a result, we have developed this Information Security Policy to provide guidance for the protection of our company's information and assets.

Policy Statement

Our company is committed to ensuring the confidentiality, integrity, and availability of our information assets. We will implement reasonable and appropriate measures to ensure that our information is protected from unauthorised access, disclosure, alteration, destruction, or other forms of misuse.

Scope

This policy applies to all employees, contractors, and third-party vendors who have access to our company's information assets, including but not limited to computers, networks, applications, and data. This policy also applies to all information assets owned, controlled, or processed by our company.

It applies to all of the data that is entered into our IT systems. This includes the personal data of our employees. We do not handle the personal data of members of the public.

Information Classification

Our company classifies information based on its sensitivity and potential impact on our business operations. The following classifications will be used:

Confidential: Information that is critical to our business operations and requires the highest level of protection. This includes personally identifiable information, financial information, trade secrets, and other confidential information.

Internal: Information that is not intended for public disclosure but does not require the same level of protection as confidential information. This includes employee records, internal documents, and other sensitive information.

Public: Information that is intended for public disclosure and does not require protection.

Responsibilities

All employees, contractors, and third-party vendors are responsible for maintaining the confidentiality, integrity, and availability of our company's information assets. In addition, the following individuals have specific responsibilities:

Management: Management is responsible for ensuring that this policy is implemented and enforced throughout the company. Management will also provide resources and support for the implementation of this policy. Management is responsible for the development, implementation, and enforcement of information security policies and procedures. Management will also provide training and awareness programs for employees.

Employees: Employees are responsible for understanding and complying with this policy. Employees must report any suspected or actual security incidents to management or their supervisor immediately.

Information Security Measures

Activate Branding will implement the following measures to protect our information assets:

Access Controls: Access to our information assets will be restricted based on the principle of least privilege. Users will be granted access only to the information and systems they need to perform their job functions.

Authentication: Users will be required to use strong passwords and two-factor authentication to access our information assets where possible.

Encryption: Sensitive information will be encrypted in transit and at rest.

Physical Security: Our company will implement appropriate physical security measures to protect our information assets.

Incident Response: Our company will develop and implement an incident response plan to address security incidents.

Third-Party Vendors: Our company will ensure that third-party vendors comply with this policy and implement appropriate security measures.

Policy Enforcement

Violations of this policy will result in disciplinary action, up to and including termination of employment or termination of the contract with the third-party vendor. Any employee who violates this policy may also be subject to legal action.

Targets

Zero information security incidents reported per year

All employees to receive annual information security training

Review Process

Activate Branding recognises the importance of information security and will take all necessary measures to protect our information assets. This Information Security Policy is a living document and will be reviewed and updated on an annual basis to ensure that it remains relevant and effective.

Annex VI

Activate Branding 2023 Anti-corruption and Bribery Policy

1. What does this policy cover?

1.1 This anti-bribery policy exists to set out the responsibilities of Activate Branding and those who work for us in regards to observing and upholding our zero-tolerance position on bribery and corruption.

1.2 It also exists to act as a source of information and guidance for those working for Activate Branding. It helps them recognise and deal with bribery and corruption issues, as well as understand their responsibilities.

2. Policy statement

2.1 Activate Branding is committed to conducting business in an ethical and honest manner, and is committed to implementing and enforcing systems that ensure bribery is prevented. Activate Branding has zero-tolerance for bribery and corrupt activities. We are committed to acting professionally, fairly, and with integrity in all business dealings and relationships, wherever in the country we operate.

2.2 Activate Branding will constantly uphold all laws relating to anti-bribery and corruption in all the jurisdictions in which we operate. We are bound by the laws of the UK, including the Bribery Act 2010, in regards to our conduct both at home and abroad.

2.3 Activate Branding recognises that bribery and corruption are punishable by up to ten years of imprisonment and a fine. If our company is discovered to have taken part in corrupt activities, we may be subjected to an unlimited fine, be excluded from tendering for public contracts, and face serious damage to our reputation. It is with this in mind that we commit to preventing bribery and corruption in our business, and take our legal responsibilities seriously.

3. Who is covered by the policy?

3.1 This anti-bribery policy applies to all employees (whether temporary, fixed-term, or permanent), consultants, contractors, trainees, seconded staff, home workers, casual workers, agency staff, volunteers, interns, agents, sponsors, or any other person or persons associated with us (including third parties), or any of our subsidiaries or their employees, no matter where they are located (within or outside of the UK). The policy also applies to Officers, Trustees, Board, and/or Committee members at any level.

3.2 In the context of this policy, third-party refers to any individual or organisation our company meets and works with. It refers to actual and potential clients, customers, suppliers, distributors, business contacts, agents, advisers, and government and public bodies – this includes their advisors, representatives and officials, politicians, and public parties.

3.3 Any arrangements our company makes with a third party is subject to clear contractual terms, including specific provisions that require the third party to comply with minimum

4. Definition of bribery

4.1 Bribery refers to the act of offering, giving, promising, asking, agreeing, receiving, accepting, or soliciting something of value or of an advantage so to induce or influence an action or decision.

4.2 A bribe refers to any inducement, reward, or object/item of value offered to another individual in order to gain commercial, contractual, regulatory, or personal advantage.

4.3 Bribery is not limited to the act of offering a bribe. If an individual is on the receiving end of a bribe and they accept it, they are also breaking the law.

4.4 Bribery is illegal. Employees must not engage in any form of bribery, whether it be directly, passively (as described above), or through a third party (such as an agent or distributor). They must not bribe a foreign public official anywhere in the world. They must not accept bribes in any degree and if they are uncertain about whether something is a bribe or a gift or act of hospitality, they must seek further advice from the company's compliance manager.

5. Gifts and hospitality

5.1 Activate Branding accepts normal and appropriate gestures of hospitality and goodwill (whether given to/received from third parties) so long as the giving or receiving of gifts meets the following requirements:

- a. It is not made with the intention of influencing the party to whom it is being given, to obtain or reward the retention of a business or a business advantage, or as an explicit or implicit exchange for favours or benefits.
- b. It is not made with the suggestion that a return favour is expected.
- c. It is in compliance with local law.
- d. It is given in the name of the company, not in an individual's name.
- e. It does not include cash or a cash equivalent (e.g. a voucher or gift certificate).
- f. It is appropriate for the circumstances (e.g. giving small gifts around Christmas or as a small thank you to a company for helping with a large project upon completion).
- g. It is of an appropriate type and value and given at an appropriate time, taking into account the reason for the gift.
- h. It is given/received openly, not secretly.
- i. It is not selectively given to a key, influential person, clearly with the intention of directly influencing them.
- j. It is not above a certain excessive value, as pre-determined by the company's compliance manager (usually in excess of £100).
- k. It is not offer to, or accepted from, a government official or representative or politician or political party, without the prior approval of the company's compliance manager.

5.2 Where it is inappropriate to decline the offer of a gift (i.e. when meeting with an individual of a certain religion/culture who may take offence), the gift may be accepted so long as it is declared to the compliance manager, who will assess the circumstances.

5.3 Activate Branding recognises that the practice of giving and receiving business gifts varies between countries, regions, cultures, and religions, so definitions of what is acceptable and not acceptable will inevitably differ for each.

5.4 As good practice, gifts given and received should always be disclosed to the compliance manager. Gifts from suppliers should always be disclosed.

5.5 The intention behind a gift being given/received should always be considered. If there is any uncertainty, the advice of the compliance manager should be sought.

6. Political Contributions

Activate Branding will not make donations, whether in cash, kind, or by any other means, to support any political parties or candidates. We recognise this may be perceived as an attempt to gain an improper business advantage.

7. Charitable Contributions

Activate Branding accepts (and indeed encourages) the act of donating to charities – whether through services, knowledge, time, or direct financial contributions (cash or otherwise) – and agrees to disclose all charitable contributions it makes.

7.1 Employees must be careful to ensure that charitable contributions are not used to facilitate and conceal acts of bribery.

7.2 We will ensure that all charitable donations made are legal and ethical under local laws and practices, and that donations are not offered/made without the approval of the compliance manager.

8. Employee Responsibilities

8.1 As an employee of Activate Branding, you must ensure that you read, understand, and comply with the information contained within this policy, and with any training or other anti-bribery and corruption information you are given.

8.2 All employees and those under our control are equally responsible for the prevention, detection, and reporting of bribery and other forms of corruption. They are required to avoid any activities that could lead to, or imply, a breach of this anti-bribery policy.

8.3 If you have reason to believe or suspect that an instance of bribery or corruption has occurred or will occur in the future that breaches this policy, you must notify the compliance manager.

8.4 If any employee breaches this policy, they will face disciplinary action and could face dismissal for gross misconduct. A Managing Director has the right to terminate a contractual relationship with an employee if they breach this anti-bribery policy.

9. What to do if you are a victim of bribery or corruption

You must tell your compliance manager as soon as possible if you are offered a bribe by anyone, if you are asked to make one, if you suspect that you may be bribed or asked to make a bribe in the near future, or if you have reason to believe that you are a victim of another corrupt activity.

10. Protection

If you refuse to accept or offer a bribe or you report a concern relating to potential act(s) of bribery or corruption, Activate Branding understands that you may feel worried about potential repercussions. Activate Branding will support anyone who raises concerns in good faith under this policy, even if investigation finds that they were mistaken.

10.1 Activate Branding will ensure that no one suffers any detrimental treatment as a result of refusing to accept or offer a bribe or other corrupt activities or because they reported a concern relating to potential act(s) of bribery or corruption.

10.2 Detrimental treatment refers to dismissal, disciplinary action, treats, or unfavourable treatment in relation to the concern the individual raised.

10.3 If you have reason to believe you've been subjected to unjust treatment as a result of a concern or refusal to accept a bribe, you should inform your line manager or the compliance manager immediately.

11. Training and communication

11.1 Activate Branding will provide training on this policy as part of the induction process for all new employees. Employees will also receive regular, relevant training on how to adhere to this policy, and will be asked annually to formally accept that they will comply with this policy.

11.2 Activate Branding's anti-bribery and corruption policy and zero-tolerance attitude will be clearly communicated to all suppliers, contractors, business partners, and any third parties at the outset of business relations, and as appropriate thereafter.

11.3 Activate Branding will provide relevant anti-bribery and corruption training to employees etc. where we feel their knowledge of how to comply with the Bribery Act needs to be enhanced. As good practice, all businesses should provide their employees with anti bribery training where there is a potential risk of facing bribery or corruption during work activities.

11. Record keeping

11.1 Activate Branding will keep detailed and accurate financial records and will have appropriate internal controls in place to act as evidence for all payments made. We will declare and keep a written record of the amount and reason for hospitality or gifts accepted and given and understand that gifts and acts of hospitality are subject to managerial review.

12. Targets

- Zero evidence of unethical behaviour found within the company
- All staff to receive annual anti-corruption and bribery training

13. Responsibilities for this policy

13.1 Our directors, Adam Wilkins and Richard Freemantle are responsible for this policy, including setting the ethical goals for the business and ensuring they are achieved.

14. Review and reporting

14.1 These goals are incorporated into our annual Sustainability Report. Progress against the goals is measured annually and the results are published in the Sustainability Report each year.

Reviewed and Approved on 14th April 2023
Next review date 14th April 2024

Appendix VII
Photos of Disabled Access in our Office Spaces

Lifts to all floors



Wide corridors for wheelchair access



Different seating levels and space for wheelchairs in meeting areas

