

# ENVIRONMENTAL POLICY

At krow Group, our mission is to make a Big Positive Impact, not just on our clients' businesses but also on the world around us. We are **committed to the prevention of pollution**, limiting as much as possible the negative effects of the work we do on the environment, both at the offices we operate from, in London, Norwich, Leicester and Belfast, and in the service delivered to our clients.

*By designing a comprehensive and inclusive approach, we intend to build trust and confidence in our people and our company by:*

- Nurturing a **culture** where the environmental impact is a critical factor in all the decisions we make.
- Raising **awareness** and developing **competence** about the impact our business operations have on the environment, to enable each person to make informed and conscious decisions in their day-to-day work.
- **Ensuring we meet our compliance obligations, including legal requirements.**

*We have adopted the following commitments, aligned to MISSION Group's 'Sustainability Solved':*

## **Carbon footprint measurement and reduction**

- We are committed to using 100% renewable energy.
- We raise awareness among our staff to use energy wisely.
- We encourage staff to be mindful of the size of files created and the need to clean their email inbox and file storage, regularly.
- We reduce business travel as much as possible. When travelling is necessary, we are committed to increasing our use of low carbon modes of transport.

## **Circular economy**

- As an office-based business, we are conscious of the amount of IT equipment and furniture we require to operate. Wherever possible, we will reuse, repurpose & refurbish the materials.
- We will always endeavour to purchase stationery and consumables that are recycled, recyclable and originate from sustainable sources, using certified suppliers, wherever possible.
- We are committed to minimising waste and recycle as much as possible.

## **Reducing single use plastic Supply chain management**

- We commit to look for alternatives to single use plastic in our operations and encourage staff to reduce the use of single use plastic, within our office space.
- We have developed and communicated a Sustainable Procurement Policy to our suppliers.
- We endeavour to work with suppliers who are also committed to minimising the negative impact they have on the environment, and we have incorporated environmental considerations into our Service Level Agreements and contracts.

## **Work with your clients**

- We will encourage responsible social behaviour in the ideas we originate and through rigorous monitoring and measurement, minimise the carbon emissions and waste generated from their production.
- We measure the carbon emissions of all our shoot productions using AdGreen calculator enabling us to identify areas for improvement in our shoot practises.
- We offer all our clients to contribute to AdGreen by adding a voluntary levy to all our production budgets, to help with the ongoing provision of these industry tools.

To enable the achievement of the above commitments and to ensure the **continual improvement of our environmental performance**, krow group maintains a management system according to ISO 14001:2015.

This policy is publicly available upon request and will be displayed in all our sites. It is revised on an annual basis to ensure continued suitability.

Signed: *Vicki Saunders*

Name, Position: Vicki Saunders, Deputy Managing Director

Date: 17 Sept 2024

