



**search
laboratory**

Part of Havas Media Group

SUSTAINABILITY POLICY

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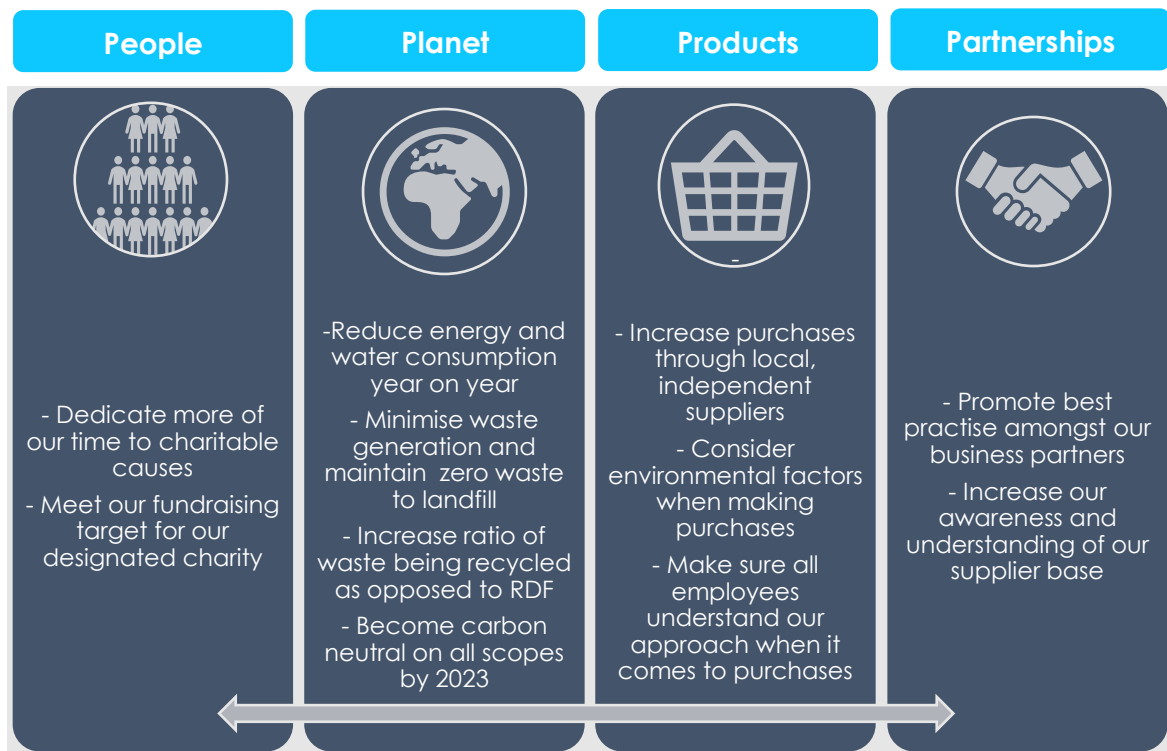
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OUR MISSION

We understand that as a business, we have a huge part to play in positively influencing the world in which we live; which means giving back to our local community, promoting integrity and ethical behaviour, and doing everything we can to protect the environment.

We're committed to ensuring our business is conducted according to rigorous ethical, professional, and legal standards and we know that there is always more we can do. Therefore, we've set out pledges for 2022, which we'll work towards and regularly measure to ensure we're on the right tracks.

OUR GOALS



In order for Search Laboratory to achieve these commitments, sustainability performance is driven and measured by our CEO and Board of Directors through:

- Sustainability KPIs
- Our company value of respect
- Our HSE & Wellbeing Manager
- Our dedicated Impact and Transformers groups
- Our People team
- Our Governance Group

PEOPLE

At Search Laboratory we have always had a strong sense of social conscience and connection. This means we are passionate about giving back to society and the communities we work in.

For us to achieve our people goals when it comes to giving back to the community, we will continue to:

- Review and set annual targets for charitable donations
- Support our staff-nominated 'charity of the year' through regular fundraising and by providing our digital expertise
- Provide paid time off so staff can support charitable causes
- Proactively organise and seek further opportunities for staff to get involved in and give back to the local community – with a view of increasing the number of hours spent supporting good causes
- Sponsor staff to attend sporting and other external charitable events
- Give staff a voice and platform for action through the 'Transformers' Group, which is made up of employee representatives.

PLANET

We are committed to taking positive action and reducing our carbon footprint. In order that this area gets the attention it deserves, we have appointed our HSE & Wellbeing Manager, who leads all projects aimed at embedding sustainability into our company culture.

We put these principles into practice by:

- Quantifying and monitoring all environmental impacts of the business and setting specific targets and objectives
- Setting and communicating the standards we expect with regards to the environment
- Promoting environmental awareness and responsibility among our people
- Empowering staff to get involved in company projects led by our 'Footprint Group'
- Training employees on best practice and our environmental procedures with particular focus to:
 - Waste and recycling
 - Energy and water usage
 - Transport and travel
 - Home working
 - Products and purchasing

These are the principles we expect all our employees to work in line with:

WASTE AND RECYCLING

We believe that prevention of waste is the ultimate way forward. Therefore, we encourage you to:

- Always choose eco-friendly, reusable, or recyclable alternatives where possible
- Dispose of waste in the relevant bin (all bins are labelled to help decide what goes where).
- Consider whether something needs printing

ENERGY & WATER USAGE

We aim to reduce the amount of energy and water used through our operations as much as possible. We therefore ask you to:

- Switch off electrical equipment and lights when not in use
- Adjust heating/cooling with energy consumption in mind (aim for 21 degrees on cooling and heating modes)
- Be conscious of water consumption

TRANSPORT AND TRAVEL

We understand that building face-to-face relationships is important, and we encourage you to work closely with our clients, whether that's in person or virtually. However, when booking trips, please consider the need to travel. Ask yourself:

- Can the meeting be carried out virtually?
- Is there a more environmentally friendly method of travel?

When it comes to commuting, we've adopted a blended home-office working approach, which significantly reduces our carbon footprint. When working from the office, we encourage, where possible, eco-friendly ways of travel through:

- Our cycle to work scheme
- Electric vehicle charging points
- Priority car sharing spaces.

We've also teamed up with *TravelPerk*, a platform which allows us to track our travel, giving us the data to reduce our journeys and the amount of carbon we produce each year.

HOME WORKING

Going green doesn't just apply to working from the office - you can make a positive impact at home too. When working from home:

- Make the most of natural light and sit close to a window instead of switching on lights
- Use less paper and devise paperless processes where possible
- Choose eco-friendly office supplies and furniture (products made from sustainable materials such as bamboo)
- Fill your office with plants to purify the air and improve air quality

- Switch your work equipment off when not in use

PRODUCTS

The life cycle of a product is often long and complicated. It covers all areas from the extraction of natural resources, design, manufacturing, marketing, sale and use to eventual disposal as waste. We want the products we buy to leave as little impact on the world as possible, therefore we've introduced processes to encourage this:

PREFERABLE PURCHASING

Our approach for purchasing is simple: Greener over cheaper. The concept around this is easy to follow – we want you to choose greener products over cheaper products. In our opinion, purchasing a recycled or reusable product is much more valuable than saving a few pounds.

We also want to strengthen our local economy, reduce shipping time, and support small businesses within the area. Therefore, we've put together a preferred suppliers list and we ask that where possible, purchases are made from these local, independent, and eco-friendly providers.

CLIENT CAMPAIGNS & EVENTS MANAGEMENT

Social responsibility is equally important when working on client campaigns and events. We want sustainability to be a primary consideration, not an afterthought, when planning all client campaigns and events. Here's what we should be considering:

- If purchasing a product, Is there an eco-friendly alternative?
- What happens to the product once the campaign or event is over?
- Can it be donated to charity?
- Can it be recycled or reused?

PARTNERSHIPS

We want to work with like-minded businesses who uphold our ethics and standards.

We want to promote better awareness about best practice and, by understanding the practices of our suppliers, we can work with them to improve their practices where relevant. Our plan to do that is as follows:

- Regular suppliers will be asked about their practices on business ethics and be informed of our minimum standards. So this can happen, new suppliers must be brought to the attention of our accounts department.

- Where relevant, suppliers will be asked to review their current practices.
- Before you agree to work with any new supplier, you should be considering their approach to sustainability. This means asking the right questions before passing them through to the accounts department.

These include:

- What level of impact does their business have on the environment?
- What is their approach to the environment and sustainability?
- Do they have a statement on their website with their goals or commitments?
- If there is no information on the website, is the contact able to provide insight on the business' approach?

To help everyone maintain our standards, we've put together an approved 'Freelancer List'. This is a directory of freelancers who have been through our onboarding process, and we're confident that they can uphold our principles. When choosing from this list, you can feel assured that the correct procedures have been followed. On the occasion where an appropriate freelancer cannot be found, our Head of Creative or Head of International must be made aware so they can onboard any new suppliers in the correct way.