



Inside Ideas Group UK Environmental Policy

OUR BUSINESS

Inside Ideas Group Limited and its subsidiary companies (“we”, “our” and “us”) are providers of marketing, creative and production services including strategy, creative origination, creative production, creative adaptations and versioning (including transcreation/translation), for all forms of marketing and personal communications.

In the UK, Inside Ideas Group comprises of 1,112 employees across Inside Ideas, OLIVER, Dare, Aylesworth Fleming and Adjust Your Set.

OUR POLICY

Inside Ideas Group is committed to managing environmental issues effectively across our entire value chain. To support this commitment IIG became certified to ISO 14001:2015 in March 2023.

This policy covers our UK operations, and we are in the process of planning how to support the enactment of a global environmental policy in other countries we operate in.

We are committed to taking action to minimise our impact on the environment. The environment can also impact upon our business, and we will manage our business to minimise disruption from extreme weather and climate change.

We are also in a privileged position that as part of our client work, we are able to inform, educate and motivate consumers about nature and the environment where appropriate.

With environmental issues so important to our business, we will take a strategic approach to managing environmental risks and opportunities. We aim to manage, control or influence the significant environmental impacts, risks and opportunities that arise from:

- The activities in our supply chain, including printing and logistics
- Our own operations, including business travel and commuting
- Our creative process and work with clients
- Our production process, including in-house and third-party production
- The delivery of advertising and marketing campaigns
- The impact on consumer behaviours due to our campaigns, especially those embedded in the increased sales of the goods and services of our customers.

We will:

Be environmental leaders.

Our leadership team will ensure that environmental issues are managed effectively, providing the support and resources to deliver on our environmental objectives.

Maintain an effective management system.

We will implement and maintain an effective environmental management system that meets the requirements of ISO 14001:2015.

Set objectives and targets.

We will set objectives to improve our environmental performance and report progress publicly through IIG’s Global Annual Sustainability Report.

**UK targets are being aligned to the following global objectives for 2024:**

1. Complete and publish global science-based targets by November 2024
 - Setting UK science-based targets with measurable action plans at the same time.
2. Reduce global carbon footprint by 5% vs 2022 by end 2024 by:
 - Launching responsible procurement policy and supplier management system by end March Q1
 - Reduce global business travel emissions by 5% vs 2022
 - Switch all our offices globally to renewable energy by 2025
3. Train our leaders to be climate literate and role model behaviour change.

Protect the environmental and prevent pollution

We will work to protect the environment and avoid pollution and waste across the lifecycle of our products, services and operations.

Use our position to create positive environmental outcomes

We will take action on our sites, through our supply chain and staff actions, and in partnerships across the sector to create positive environmental outcomes.

Meet our obligations

We will comply with all applicable legislation and any voluntary and contractual obligations that we take on.

Continual improvement

We will work to improve our environmental management and performance on an ongoing basis.

Signed 863B4EADFA414A5...

Name: Amina Folarin

Title: Chief Executive Officer

Date: 09-Jan-2024 | 7:46 AM PST

SCOPE OF OUR ENVIRONMENTAL MANAGEMENT SYSTEM

Our ISO 14001 environmental management system covers our activities as an advertising and marketing agency in the UK. This includes:

- Responsible sourcing and supply chain management
- Creative, production and technology platform services
- Business administration and client support services: HR, Finance, IT
- Business travel and commuting
- Operating offices at 151 Rosebery Avenue, London and 80 Holdenhurst Rd, Boscombe, Bournemouth