



SUSTAINABILITY POLICY

1. ENVIRONMENTAL SUSTAINABILITY POLICY STATEMENT

We are in a climate and ecological emergency. As a B Corp, we believe in taking responsibility for our environmental impact and helping our stakeholders to do so too. In this crucial decade, there is no time to waste. We have been measuring our carbon footprint since 2019 and we became a carbon-neutral company in 2021. We also joined the Race to Zero campaign through the SME Climate Hub in 2021. In line with the 2015 Paris Agreement, we are committed to halving emissions by 2030 and reaching net zero emissions by 2040.

To advocate and support the advertising industry's climate transition, we align with the Ad Net Zero action plan. For us, this means decarbonising our operations (Climate Essentials) and productions (Ad Green) and harnessing the power of creativity to support sustainable behaviour (Purpose Disruptors).

This policy sets out to underline our sustainability commitments, measured impact, targets, and actions.

2. WHAT IS COVERED BY THIS POLICY

- Policy Statement
- Responsibility
- Policy Scope
- Carbon Calculation Partners
- Carbon Neutral Status
- Carbon Emission Reports
- Environmental Improvements
- Net Zero Pledge
- Significant Impacts
- Reducing Significant Impacts
- Reducing Other Impacts
- Implementing This Policy

3. PERSONNEL RESPONSIBLE FOR THIS POLICY

- Holly Arnold, as Sustainability Manager, is responsible for ensuring that this policy is up to date and shared effectively with the wider team and B Keepers.
- The Environment B Keepers will be assigned responsibilities to make this policy a success.
- Coffee & TV Group employees are to be informed about where they can contribute to this policy.

4. POLICY SCOPE

This policy covers our operational environmental impacts at The Coffee & TV Group's only studio; (2019–22) 71 Broadwick Street, Soho, W1F9QY and (2023+) The Skipper Building, 83 Clerkenwell Road, London EC1R 5AR. Our carbon footprint reports cover scope 1, 2 and 3 emissions. This includes energy, water, waste, travel and transport, couriers, refrigerants, commuting, home working (energy), events hosted, and products and services purchased.

Additional to managing the environmental impact of our operations we also:

- Use Ad Greens' carbon calculation tool to measure the carbon footprint of each one of our productions and we have a system in place to work with clients, track data, and reduce, measure and offset emissions.
- Focus on regular team education and engagement. We track the sustainable behaviours and actions of our employees through annual B Corp surveys.

5. CARBON CALCULATION PARTNERS & CONTEXT

The integrity of our emission reports has always been of utmost importance, this means our partners are carefully considered. In 2019, we partnered with Albert to measure the carbon footprint of our operations annually, they were able to offer industry-specific reduction advice. However, for our 2022 report, Albert no longer offered a studio calculation service. We partnered with Climate Essentials, a government-aligned carbon calculation portal with an industry-specific tool.

The Climate Essentials tool has made our 2022 report more accurate and complex because of the amount of data it collects, especially in relation to products and services. Additionally, each year the GHG Protocol becomes more comprehensive, meaning more carbon factors are introduced, amounting to more carbon emissions measured.

To calculate the most accurate carbon footprints, since our 2019 baseline year, we have decided to re-measure our emissions for every year using the Climate Essential tool. We are working alongside the team at Climate Essentials to help them develop the tool continuously for the creative industry.

6. CARBON NEUTRAL STATUS

In 2021 we offset 46 tCO₂e to become carbon neutral (Our Albert carbon footprint total) through Earthly's Nature Based Solutions project Keo Seima, this is visible on our [Earthly Dashboard](#). We are committed to remaining carbon neutral until we reach net zero.

We follow the Voluntary Carbon Markets Integrity Initiative and understand that carbon offsetting can be ineffective, even damaging, for communities and the environment, so we take time to choose verified long-standing projects that work with local communities. [Keo Seima](#) REDD+ project secures land rights for local indigenous Bunong peoples in eastern Cambodia to help them protect nature and wildlife and consequentially capture carbon.

7. CARBON EMISSION REPORTS (CLIMATE ESSENTIALS)

Year	2019	2020	2021	2022
Total carbon emissions (tCO ₂ e)	252	154	114	262

We were able to reduce emissions by 39% after year one and a further 21% after year two. In 2022 our carbon emissions rose dramatically, this was largely due to the growth of our team and a new studio build, which meant more technology purchased. Additionally, after covid short-haul flights increased moderately again.

Unfortunately, there are two significant areas which currently cannot be tracked in the climate essentials tool:

- Furniture and materials for the new studio were bought used/from recycled materials (certified BREEAM) in 2022/23
- Our technology life cycle assessment emissions are reduced through restored products, 100% renewable energy use, and tech donation.

8. ENVIRONMENTAL IMPROVEMENTS 2020-22

Some of the changes we made, from our baseline year, to reduce our native impact on the environment are listed below.

Year	Category	Environmental Action Taken
2020	Energy	Switch to LED Lighting

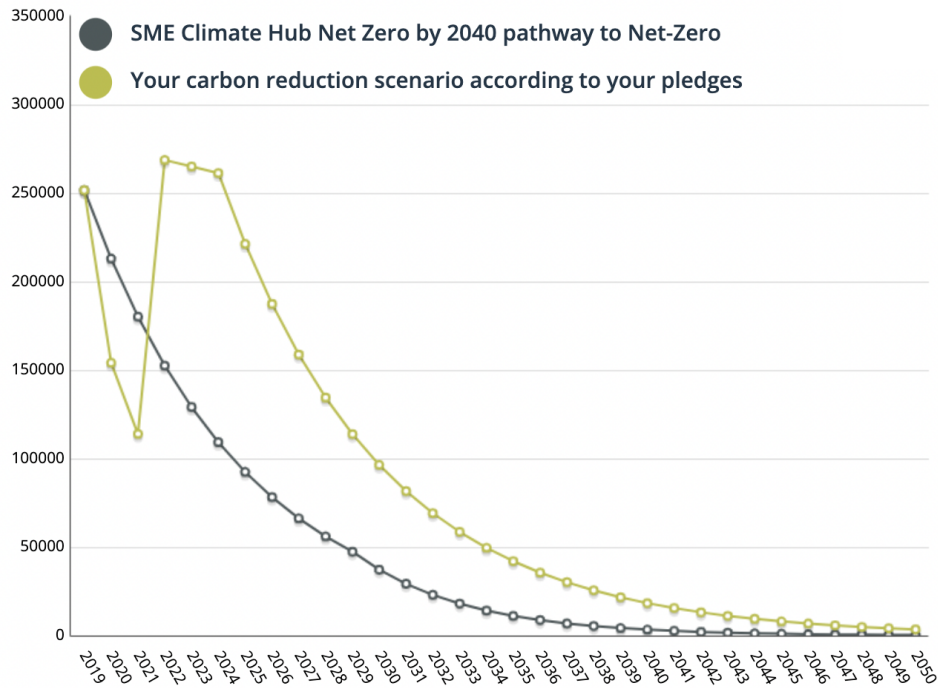
	Waste	Curb the use of paper
	Waste	Reduce single-use plastics
	Waste	Set up recycling system with First Mile
	Energy	Switched to 100% renewable energy
	Transport	Introduced a cycle to work scheme
	Transport	Switched to a low carbon courier
	Transport	Created a low carbon travel policy
2021	Energy	84% of employees move to 100% renewable energy
	Energy	Introduced a sustainable suppliers list for WTF
	Transport	Switched to a low carbon cabs supplier
2022	Services	We encouraged our data centre to move onto 100% renewable backed energy
	Energy	New studio lighting is LED and zone sensor-controlled, so it powers down when not in use.
2022/23	New Studio Green Refurb & Build	The new studio was BREEAM Certified 'Excellent' The studio build and refurbishment were performed with the environment in mind.

We have now minimised our scope 1 and 2 emissions and therefore have to focus on decarbonising our supply chain.

9. NET ZERO GOALS & SME CLIMATE HUB PLEDGE

Using the Climate Essentials portal we have set an ambitious emission reduction plan and science-based targets through the SME Climate Hub to reach net zero emissions by 2040. Net zero means a 90-95% GHG emission reduction from our baseline year (2019) without offsetting.

Reaching our net zero goal is dependent on our suppliers also taking action towards net zero, this is why we have changed our 2028 (Albert) net zero target to 2040, halving emissions by 2030. We have started to engage with our suppliers, our tech provider and data centre in particular, to ensure we keep on track.



10. SIGNIFICANT ENVIRONMENTAL IMPACTS

Looking at our 2022 carbon footprint report we can identify that our significant environmental impacts are from transport (88 tCO2e) and the products and services (281 tCO2e) we purchase/use.

Significant Impact	Emissions (tCO2e)	% of Products/Services
Electronics Purchased	78.8	28%
Furniture Purchased	73.7	26%
Pension Services	35.3	12%

11. TARGETS & PLAN FOR REDUCING SIGNIFICANT IMPACTS

This table shows how we aim to reduce our significant impacts on the environment:

Objective	Improvement Plan
<p>Reduce the negative impacts of our technology</p> <p>Outcomes: - Create a circular model for</p>	<p>Introduce and Implement the following policies with our tech team:</p> <ul style="list-style-type: none"> - Technology Best Practice Policy: purchase, use, end of life

<p>our technology</p> <ul style="list-style-type: none"> - Reduce the energy usage of our studio, data centre, and employees working from home - Reduce the emissions from our data centre, WEE waste, and technology purchases 	<ul style="list-style-type: none"> - Green Purchasing Policy <p>Implement the Supply Chain Management Plan with our tech team and technology partner and data centre</p> <p>Work with Climate Essentials to be able to track improvements in the carbon calculation tool:</p> <ul style="list-style-type: none"> - tech purchased second hand - LCA of tech reduced through use and disposal
<p>Reduce the negative impacts of furniture purchased.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> - Create a circular model with our furniture as much as possible - Reduce the emissions of our furniture procurement 	<ul style="list-style-type: none"> -Minimise new furniture purchased through implementing our Green Purchasing Policy and partnering with conscious suppliers and brands (not less furniture will be needed after the studio is complete) -Ensure 100% of furniture is donated after use <p>Work with climate essentials to be able to detail:</p> <ul style="list-style-type: none"> - Products bought that are from used/recycled materials or bought used/refurbished/antique
<p>Reduce the impact of pensions</p>	<p>We have provided a guide to employees to help them switch to an SRI/ESG pension. We measure the number of people who have switched annually in our B Corp Survey. We want to improve this number.</p> <p>Work with climate essentials to be able to detail:</p> <ul style="list-style-type: none"> - Number of employees on green pension funds
<p>Minimise our business travel emissions</p>	<ul style="list-style-type: none"> - Strictly implement our Low Carbon Travel Policy and offer one extra paid day to travel either side of the event if travelling by train, boat etc.

12. TARGETS & PLAN FOR REDUCING OTHER IMPACTS (2023 - 2025)

There are other actions we will be taking this year that go beyond the significant impacts highlighted in our 2022 emission report. While the significant impacts need the involvement of key team members who have the authority and positioning to create change, many of these actions can be taken by our Environmental B Keepers alongside our sustainability manager.

We launched the Environmental B Keeper group this year with the intention of getting more of the team engaged with environmental initiatives and therefore creating more action and a positive impact within our studio and beyond. Our Environmental Management System details who is responsible for these actions.

Objective	Improvement Plan
<p>Ensure everyone with purchasing responsibility makes decisions consciously, considering the environmental impact.</p> <p>Outcome: Lowering Product emissions in our annual report</p>	<p>Implement the Green Purchasing Policy</p> <p>Runners (old and new) receive in-person conscious runner training and a guide for reference. This will include B Corp principles and initiatives.</p>
<p>Engage with our professional service providers to understand their social and environmental impact.</p> <p>Outcome: Track our supplier impact and help them improve</p>	<p>Share our Supplier Policy and Supplier Letter with new and current suppliers.</p> <p>Launch a supplier survey to gather annual information and track progress against commitments</p>
<p>Continue team engagement around the environment so they can make greener decisions in their personal and professional lives</p> <p>Outcome:</p> <ul style="list-style-type: none"> - More enthusiasm and knowledge when working on/with purpose-driven briefs/clients - Positive environmental impact 	<p>Switch more of the team to an SRI/ESG pension with Royal London through our switching guide</p> <p>Introduce a meatless day internally</p> <p>Introduce more team activities around connection with nature e.g earth month agenda and team volunteering for nature projects</p> <p>Hold regular in-person lunch and learns/events covering the topics voted for in the B Corp Survey</p>

13. IMPLEMENTING THIS POLICY

The Coffee & TV Group team are crucial to the success of this Environmental Policy. Our Sustainability Manager is responsible for educating and engaging employees in social and environmental performance and putting the needed policies and practices in place. We ask the team for feedback on our environmental performance through our regular B Corp surveys and our Environmental B Keeper Group is responsible for implementing our ambitious targets.



Holly Arnold
Sustainability Manager

Last Reviewed: 02/05/2023