



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 the same. 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 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 underlines our sustainability commitments. But as well this, we share our impact and reduction plan for full transparency around our achievements and challenges.

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 Leadership Team are responsible for supporting this policy and implementing it during decision-making.

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 (2023–24) 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 reports 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	2023
Carbon emissions (tCO ₂ e)	252	154	114	262	261

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 furniture and 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 2020-2023

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	Switched to LED Lighting
	Waste	Curbed the use of paper
	Waste	Reduced 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
2021	Transport	Created a low carbon travel policy
	Energy	84% of employees move to 100% renewable energy
	Energy	Introduced a sustainable suppliers list for WTF
2022	Transport	Switched to a low carbon cabs supplier
	Services	We encouraged our data centre to move onto 100% renewable energy (Carbon Trust Certified)
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.
	Energy	New studio lighting is LED and zone sensor-controlled, so it powers down when not in use.

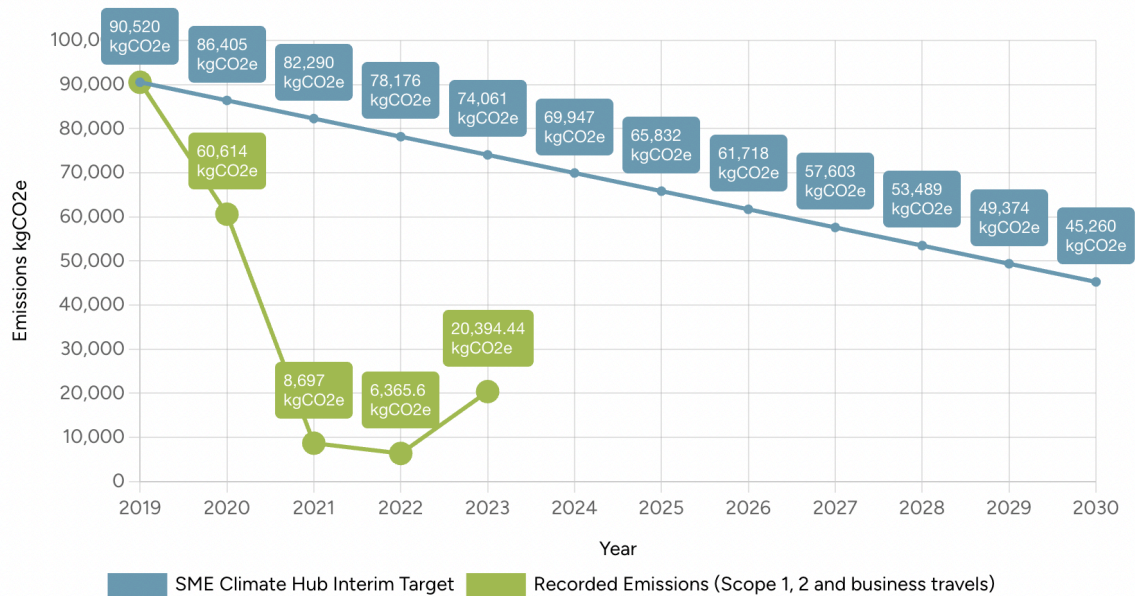
We have now minimised our scope 1 and 2 emissions and therefore have to focus on decarbonising our supply chain.

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.

As an SME Climate Hub Member, the interim target is to reduce 50% of emissions of Scope 1, Scope 2 and business travel emissions by 2030. As we have already reached this target, we aim to reduce all emissions by 2030.

SME Climate Hub: Interim Target



Reaching our net zero goal is dependent on our suppliers also taking action towards net zero, this is why we have developed a supplier engagement strategy to support progress and track their goals and improvements.

10. SIGNIFICANT IMPACTS 2022 TO 2023

From comparing our significant impacts from 2022 to 2023 we can identify where we have been able to reduce emissions and where they have risen.

Significant Impact	2022 Emissions (tCO2e)	2023 Emissions (tCO2e)	Emission Reduction / Increase
Electronics Purchased	79	70	- 7 tCO2e (-11%)
Furniture Purchased	74	40	-34 tCO2e (-60%)
Professional Services	60	76	+16 tCO2e (+24%)
Travel (Air & Land)	15	30	+15 tCO2e (+67%)

11. POLICY TO REDUCE SIGNIFICANT IMPACTS

This table shows how we aim to reduce our significant impacts on the environment, we track the progress of our actions in an Emission Reduction Management Spreadsheet.

Objective	2022	2023
<p>Reduce emissions associated with our Tech Purchases</p> <p>Outcomes:</p> <ul style="list-style-type: none"> - Create a circular model for our technology - 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 	<p>Align our internal tech team with our Technology Best Practice Policy and Green Purchasing Policy.</p> <p>Implement the Supply Chain Management Plan with our tech team, 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>Our Chief Engineer helped to evolve our tech policies and targets.</p> <p>Our tech partner and data centre were sent our 1.5 supplier letter, policy, and sent supporting documents to help them improve.</p> <p>Climate Essentials is aware of our desired improvements to the tool for future reductions.</p>
<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 	<p>Minimise new furniture purchased through implementing our Green Purchasing Policy and partnering with conscious suppliers and brands</p> <p>Ensure 100% of furniture is donated after use</p> <p>Work with Climate Essentials to be able to detail: Products bought that are from used/recycled materials or bought used/refurbished</p>	<p>Less Furniture was purchased in 2023, more sustainable brands were chosen.</p> <p>All furniture was donated/sold in 2023</p> <p>Climate Essentials is aware of our desired improvements to the tool for future reductions</p>
<p>Reduce the impact of pensions.</p> <p>Outcome:</p> <ul style="list-style-type: none"> - Get 100% of employees onto RL SRI/ESG Plan to eliminate carbon-intensive funds. 	<p>We have provided a guide to employees to help them switch to an SRI/ESG pension. From our 2022 B Corp Survey we can see 22% have switched, we want to improve this.</p> <p>Work with Climate Essentials to be able to detail the number of employees on green pension</p>	<p>Our 2023 survey shows 50% of people have switched to an SRI/ESG Pension fund (However we had only a 36% uptake)</p> <p>Climate Essentials is aware of our desired improvements to the tool for future reductions.</p>

	funds.	
Minimise our business travel emissions Outcome: – Transition to Low carbon alternatives	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.	Coffee & TV started to expand to the US in 2023 which has meant more international flights have been taken. Additionally, more Electric Cars were purchased through our Octopus company car scheme.

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 in 2022 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.

Objective	2022 and Beyond Improvements	2023 Progress
Ensure everyone with purchasing responsibility makes decisions consciously, considering the environmental impact.	Implement the Green Purchasing Policy Runners (old and new) receive in-person conscious runner training and a guide for reference. This will include B Corp principles and initiatives.	In Progress In Progress: 121 Green Oboarding
Engage with our professional service providers to understand their social and environmental impact and help them improve.	Share our Supplier Policy and Supplier Letter with new and current suppliers. Launch a supplier survey to gather annual information and track progress against commitments	In progress: Tracked in Spreadsheet
Continue team engagement around the environment to help everyone make conscious decisions in their personal and professional lives.	Switch more of the team to an SRI/ESG pension with Royal London through our switching guide Introduce a meatless day internally Introduce more team activities around connection with nature e.g earth month	In Progress Plant Based/Veggie meals now always the majority 2024 B Corp Month Event a Success ,

	<p>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>	<p>more coming in 2024</p> <p>More needs to be done in 2024.</p>
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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 Review: 10/03/2024

Previous Reviewed: 02/05/2023