



Aiming for Nothing.

Lawton Communications Group:
Environmental & Sustainability Policy

LAWTON
COMMUNICATIONS GROUP

dragonfish

fivebyfive®

TSA

concio

A Net-Zero company by 2030.

Lawton Communications Group, as well as our individual subsidiary businesses Five by Five, Dragonfish Consulting, TSA and Concio, are committed to improving our environmental performance and ensuring we are truly sustainable businesses.

To achieve that, we first recognise that we undertake a variety of activities which may have an effect on the environment.

The average annual operational carbon footprint of someone in a UK advertising agency, also comparable with other professional services, is 3.4 tonnes CO₂e¹. Although this is much lower than other industries, our people, clients and other stakeholders still expect us to minimise the impact we have and we want to do everything we can to be a responsible group of businesses.

¹ <https://adassoc.org.uk/our-work/action-1-explained>

Our environmental and sustainability vision is to be Net-Zero by 2030.



In addition, we aim to use our position in our respective sectors to encourage those we work with to drive sustainable consumption and take action in their own industries.

We are committed to incorporating the latest science based research into our environmental policy and approach, as well as utilising independent and external bodies to audit our performance and drive future improvements.



We are currently EcoVadis accredited and hold a GOLD medal.

Further details of our EcoVadis accreditation and score can be found in appendix 1 at the end of this document.

Our Environmental and Sustainability Principles.

- Comply with all relevant environmental legislation/regulation.
- Promote environmental responsibility within the organisation and ensure our environmental and sustainability policy is implemented at all levels of the group.
- Seek to minimise our production of waste and apply recycle and re-use methods to the waste that is produced.
- Promote energy efficiency throughout the business and where possible, ensure the energy we use is from sustainable sources.
- Promote a culture of responsibility and innovation amongst colleagues to develop new ideas and initiatives to improve our environmental and sustainability performance.
- Encourage involvement in and support local, national and industry-specific environmental and sustainability initiatives and schemes.
- Undertake periodic and rigorous reviews of our progress.



Who we support.



Signing the **SME Climate Commitment**¹ with the SME Climate Hub joins us with thousands of other businesses in the UN Race to Zero Campaign².



We are aligned to **Ad Net Zero's** set of industry specific actions, as well as the industry wide net-zero by 2030 target³.



Being signatories of **The Climate Pledge** adds further commitments around reporting, carbon elimination and credible offset principles to our methodologies and approaches⁴.



EcoVadis is the worlds most trusted sustainability ratings platform. We are regularly audited across a holistic suite of sustainability related areas: Environment, Labour & Human Rights, Ethics and Sustainable Procurement⁵.



1. <https://smeclimatehub.org/sme-climate-commitment>
2. <https://unfccc.int/climate-action/race-to-zero-campaign>
3. <https://adnetzero.com>
4. <https://www.theclimatepledge.com>
5. <https://ecovadis.com>

Environmental and Sustainability Plan:
Actions and Targets.

Science Based Targets.

We are committed to a science-based approach to target setting.

Targets are considered 'science-based' if they are in line with what the latest climate science deems necessary to meet the goals of the Paris Agreement – limiting global warming to 1.5°C above pre-industrial levels.¹

In practical terms, this means a 90% reduction in emissions across scopes 1, 2 & 3 against a baseline year.

Our net-zero by 2030 vision is aligned to this science based approach and we are working towards formal validation with SBTi.



DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



¹ <https://sciencebasedtargets.org/how-it-works>

Current data/scopes

We are committed to measuring and reporting our carbon emissions. We understand that it is only by doing this that we can identify areas for reduction, and implement change across our business to lead us to our net-zero target by 2030

We have been capturing scope 1 and 2 data for a number of years.

We previously recognised that whilst we were reporting on some scope 3 data, including waste, water and business travel, we did not have the level of comprehensive oversight required, particularly when looking beyond our immediate value chain. We have worked to remedy this, whilst also recognising that the nature of our business means that some aspects of scope 3 are not applicable to our business.

From 2025 we have implemented additional reporting measures in order to expand our scope three data capture to include:

Upstream

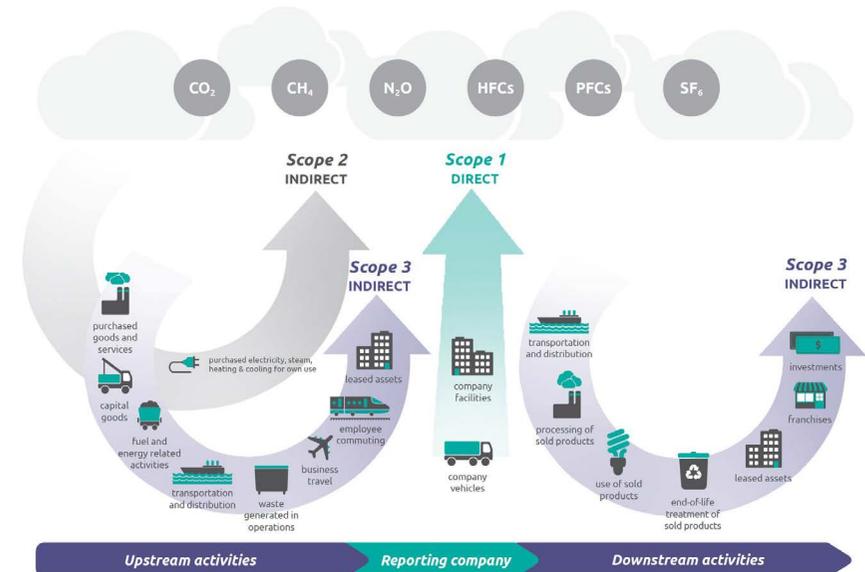
- Leased Assets
- Employee commuting
- Goods & Services
- Inbound Transportation & Distribution

Downstream

- Outbound Transport & Distribution

We have identified that the following scope 3 categories are not applicable to our business:

- Processing of sold products
- Use of sold products
- End-of-life treatment of sold products
- Downstream leased assets
- Franchises
- Investments



Calculation methodology

From 2023, we have increased the oversight, review and auditability of our data collection, calculation, and reporting.

To support the accuracy and integrity of these processes, we utilise specific tools to capture and report our emissions data.

Emitwise¹ and Equipoise² are both backed by the Greenhouse Gas Protocol, as well as having specialist functionality around data capture through supply chains.



The introduction of these tools aligns with changes in our business operations, such as moving to serviced office environments. These changes have adjusted some of our reporting categorisation which is demonstrated in the following data sets.

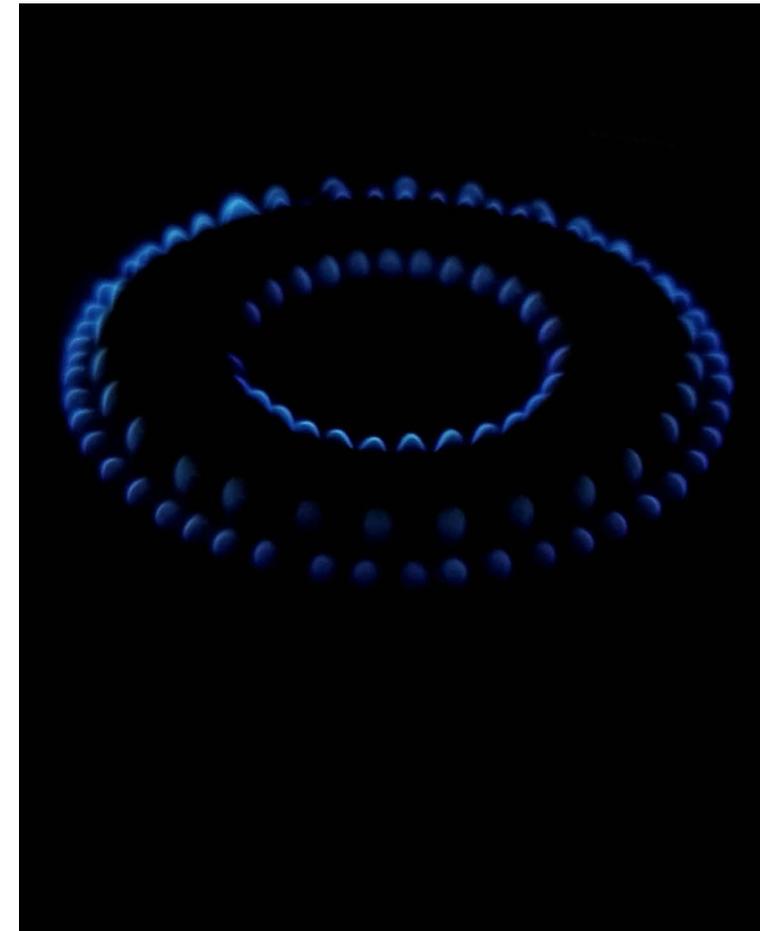
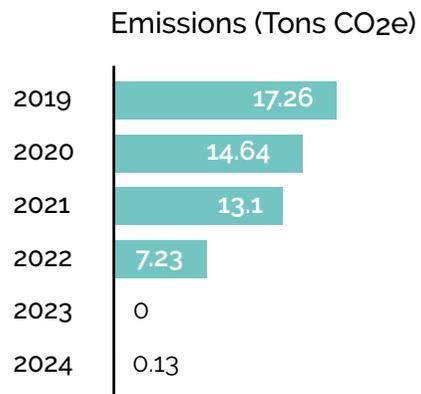
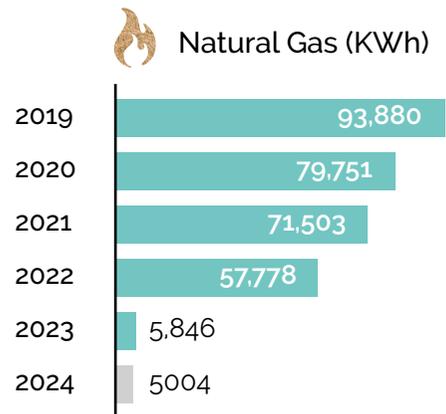
This enhanced capability will support our ability to capture, measure and reduce our carbon emissions through all three scopes, a vital step in our journey to net-zero by 2023.



¹ <https://emitwise.com/>
² <https://www.equipoise.earth/>

Current data: Scope 1

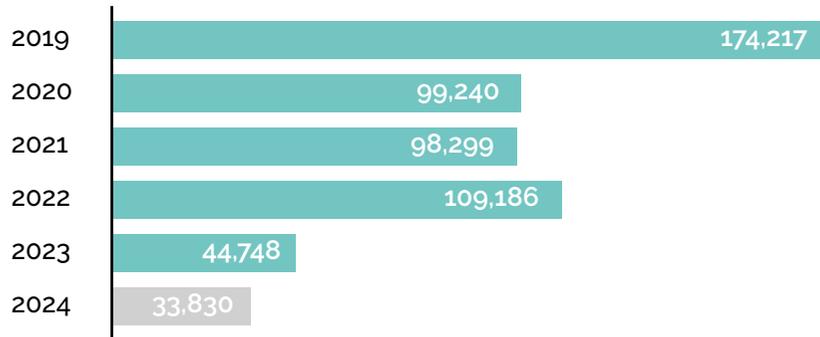
Direct emissions from owned or controlled sources:



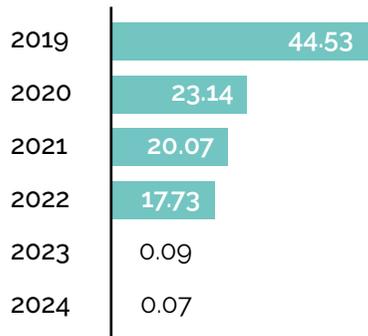
Current data: Scope 2

Indirect emissions for the generation of purchased electricity, heat or steam

⚡ Electricity (KWh)

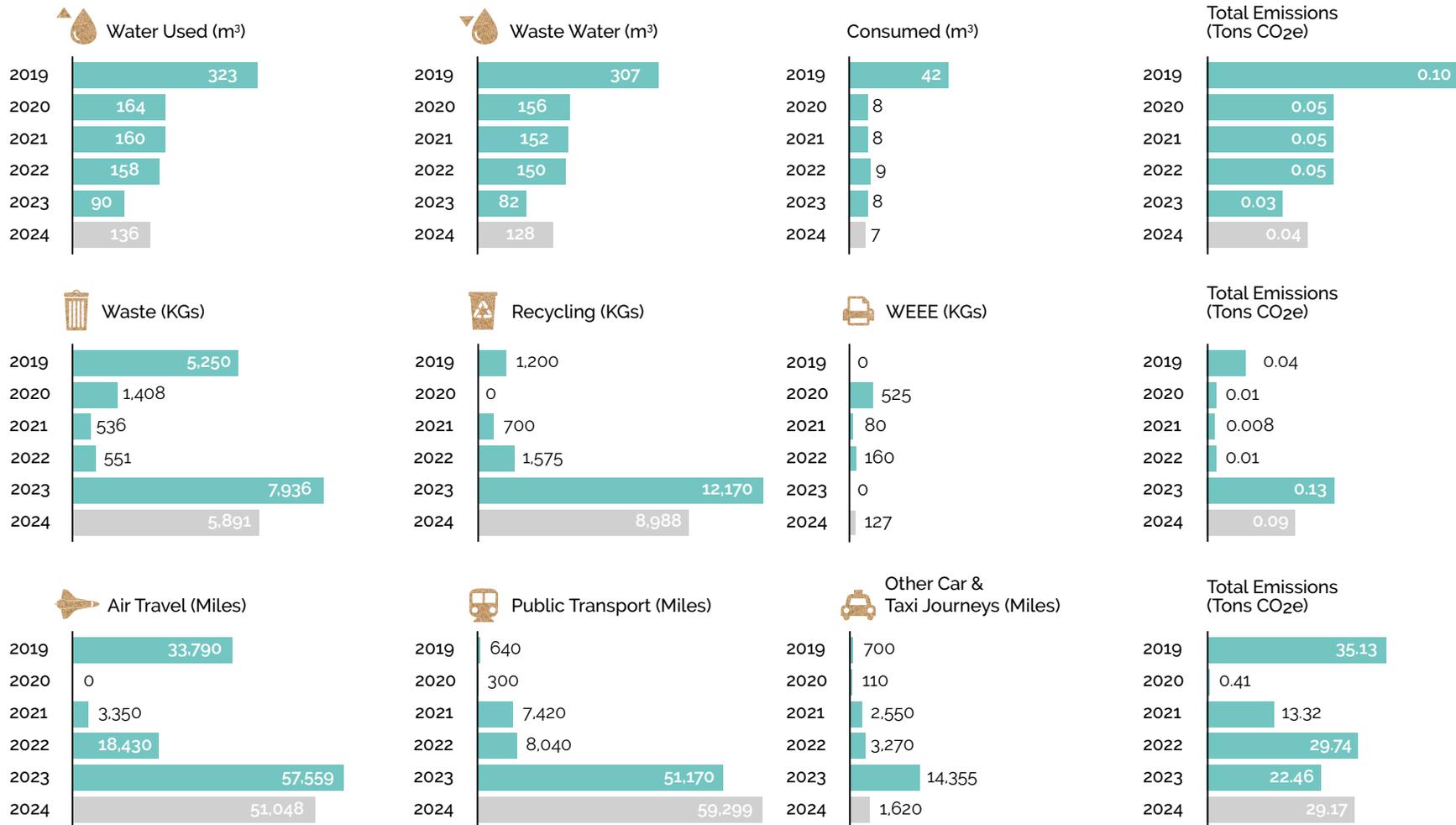


Total Emissions (Tons CO₂e)

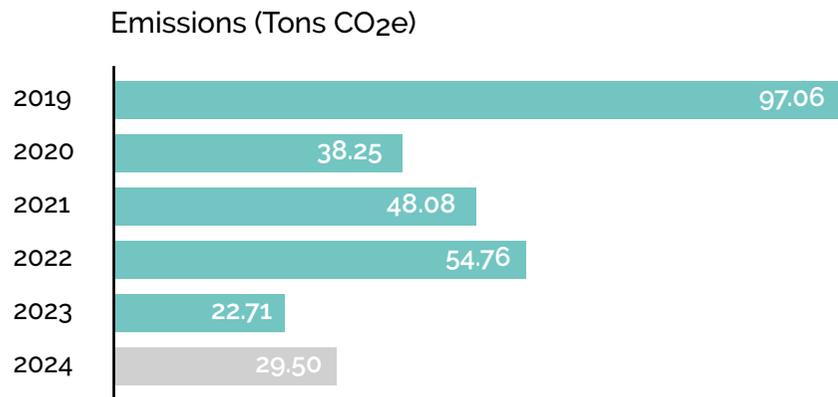


Current data: Scope 3

All indirect emissions (not included in scope 2) that occur in the value chain of the reporting company, including upstream and downstream emissions.



Total CO₂e emissions



Area 1:

Business Operations & Supply Chain.

By measuring our carbon footprint data we have been able to establish our emissions sources and identify ways of reducing them, as far as possible.

Business Travel.

Having implemented a truly flexible way of working, colleagues' requirement to travel to and from office locations is vastly reduced, thus removing emissions from many personal commuting journeys.

A commuting loan scheme has been put in place to encourage use of rail/bus over car travel, as well as a contributory cycle to work scheme (which includes electric bikes).

Company owned vehicles have been removed from operation in order to encourage the use of public transport for client visits and travel between our offices.

Work to improve the quality of travel data collected has enabled a more accurate and robust approach to reporting, removing the requirement for assumptions. Validation checks on all travel expense claims continue to be in place to ensure the continued accuracy of our data.

We recognise the significant impact air travel has and have a rigorous validation and approval process in place to ensure all air travel is considered necessary prior to booking. We are aware that class of travel has a significant impact on carbon emissions of the journey. The vast majority (in excess of 75%) of flights in the most recent reporting year were economy class. Only flight times over 7.5 hours will be considered for

premium economy or business class, and only if deemed strictly necessary to support business operations.

We understand that carbon removal offsets are not a route to net-zero in themselves and that every effort should be made to reduce sources of carbon emissions. Whilst we continue to make progress towards our 2030 target, we feel investing in high quality projects is vital for the air travel emissions we cannot currently reduce.



Energy.

Energy accounts for the a significant proportion of our business emissions and so we have made steps to not only reduce this, but to move to renewable-only tariffs where possible.

From September 2022, we made changes so that 100% of the electricity supplied to our offices was backed by renewable certificates.

In 2023 we took this a step further in our head office and procured our electricity and gas from top-tier renewable only suppliers.



Sustainable Supplies.

Whilst we cannot remove all consumption from our business, we do have initiatives in place to reduce the impact and undertake audits to look at additional methods of improving in this area, particularly when it comes to single-use plastics.

These initiatives include:

- Soft drinks and bottled water provided in glass bottles or cans, rather than plastic.
- Upgraded water filters installed on all kitchen taps to encourage reduction of bottled drinks being consumed.
- All tea and coffee is bought in bulk and provided in reusable containers to prevent excessive single use plastics/materials.
- we exclusively use FSC accredited recycled paper across our offices.
- Frequently bought stationery, such as notepads and pens, are sourced from a sustainable provider.¹
- Our pens are made from 100% recycled PET bottles, notebooks are 95% recycled materials and are PEFC accredited, post-it notes are made from 100% recycled paper and our flip chart rolls are reusable and recyclable.
- Packaging used by our Social and Influencer agency is planet friendly and supplied by Priory Direct, a certified B-Corp.²
- Handsoap and washing up liquid used in our offices is supplied by Miniml, who operate a closed loop system to reduce waste.³
- We source our coffee beans from wonkycoffee which works to reduce waste in the coffee industry.⁴

1. The Green Office, part of DEOS Group.
<https://www.thegreenoffice.co.uk/our-commitment-to-creating-a-greener-business>
<https://www.thegreenoffice.co.uk/environmental-and-csr-policy>

2. www.priorydirect.co.uk

3. <https://minimlrefills.co.uk/pages/closed-loop-supply-chain>

4. <https://wonkycoffee.com/>

Recycling.

Throughout the business, opportunities for recycling are in place and are continually reviewed to find improvements.

These initiatives include:

- Recycling stations are established in kitchens to sort and recycle plastics, tins, paper/cardboard and glass.
- Paper recycling bins are in place in all offices.
- Removal of under-desk bins to encourage use of central recycling stations.
- All printer cartridges (23kg in 2023) are recycled through Effective Consumable Solutions¹.
- IT equipment at the end of its life (765kg between 2019-2023) is recycled through a local professional and ethical IT recycling company who operate as a charity to support homelessness.²
- We recycle our used coffee grounds with First Mile which are turned into biofuels and essential oils.³



1. <https://www.ecs-uk-ltd.co.uk/greener-side>

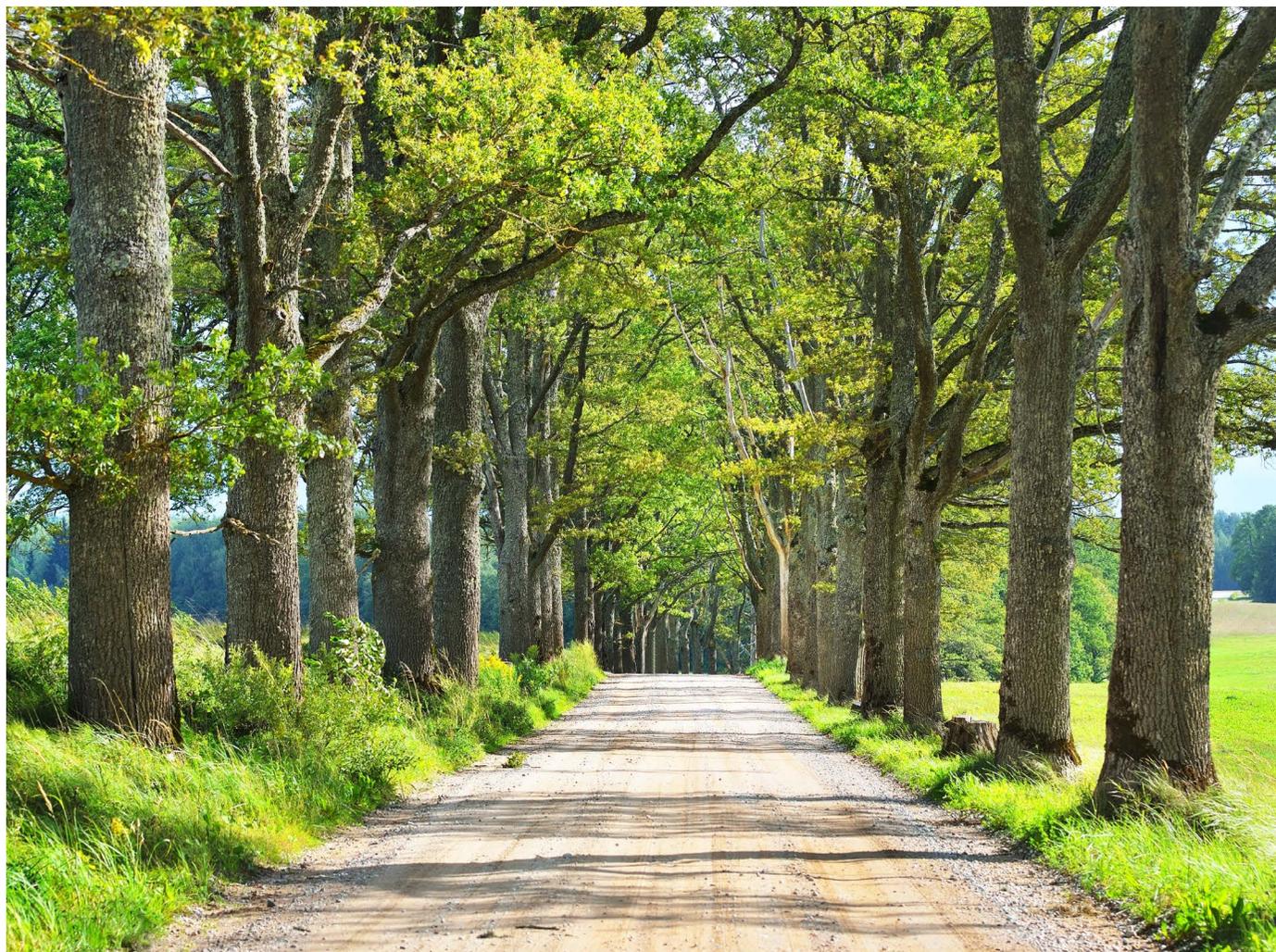
2. <https://jamies.org.uk/about-us>

3. <https://www.thefirstmile.co.uk/online-waste-services/business-waste-and-recycling/coffee-ground-recycling>

Carbon Removal.

Our aim is to reduce our emissions as much as possible but we also recognise that there may be some that we are unable to prevent. Therefore, each year we will identify carbon emissions that currently cannot be removed from our business operations and will review the use of high quality carbon removal offsets to support our journey to be net zero by 2030.

We are particularly interested in ensuring the schemes we use and support are verifiable and transparent in their practices, and that the projects used focus on the latest technological advancements in carbon capture and removal. We have therefore adopted The Oxford Principles for New Zero Aligned Carbon Offsetting¹ and work with SuperCritical² to ensure our carbon removal investments legitimately support our journey to net-zero.



1. <https://www.smithschool.ox.ac.uk/sites/default/files/2022-01/Oxford-Offsetting-Principles-2020.pdf>

2. <https://gosupercritical.com>

Suppliers.

We have introduced a number of sustainable procurement processes and initiatives (Policy, Code of Conduct, Risk Assessments and standard operating procedures) to review potential suppliers against to ensure they not only hold the same principles as us regarding the environment and sustainability, but they have clear actions in place to reduce and mitigate the impact of their activities.

We will be adding more robust criteria to our supplier assessment process over the coming year and removing from our supply chain any suppliers we do not believe align with our Net-Zero target.



Area 2:

Education & Strategic Approach.

Education.

Educating ourselves is one of the best ways we can make a difference.

Collecting and understanding data for our business will give us the information required to make informed decisions about our environmental impact. In addition, educating our workforce on the impact they can have in their role is a powerful way to ensure everyone in our business is aligned behind our environmental and sustainability vision and principles.

We have utilised a number of education resources such as Ad Net Zero¹, AdGreen², and #ChangeTheBrief's³ previously to support the awareness and upskilling of our teams. Going forward, we will be expanding to incorporate academy programmes from The Climate Pledge⁴ and SME Climate Hub⁵.

In addition, we will be incorporating specific environmental and sustainability targets throughout our Performance and Development Review (PDR) process to ensure accountability at all levels.



1. <https://ipa.co.uk/courses-qualifications/ad-net-zero-essentials-certificate>

2. <https://weareadgreen.org/training>

3. <https://www.changethebrief.org>

4. <https://passport.theclimatepledge.com/academy>

5. <https://academy.smeclimatehub.org/>

Strategic Approach.

Our strategic approach for the reduction of carbon in advertising production is summarised below:

Awareness & Education

Raise awareness throughout the agency on the environmental impact of advertising and campaign production.

Education is the foundation and all colleagues will undertake training through Ad Net Zero, AdGreen and/or #ChangeTheBrief. ▶

Data Collection

Use measurement tools to collect data on the current carbon impact of our advertising production work.

Tracking our current impact provides a benchmark for continuous improvement. ▶

Audit

Auditing our data and current processes, procedures and practices regarding advertising production, will allow us to establish the areas with the highest carbon cost. ▶

Action

Using the audit results a series of target-based actions will be implemented to make positive improvements to the carbon footprint of our advertising production methods. ▶

Continuous Review

Regular and rigorous reviews of progress will be undertaken, to ensure we are finding opportunities to improve and further reduce the impact of our work.

Further areas of focus.

Championing change in consumer behaviour.

In line with Ad Net Zero's¹ fifth action, we're investigating ways to put Climate Action at the heart of our work to help change consumer behaviour.

We have embraced the #ChangeTheBrief² alliance approach which is a partnership between agencies of every size and type – media, creative, design, PR – and their clients, learning and acting together to directly address the challenge of the climate crisis by promoting sustainability via every channel available to them.

We have incorporated sustainability oversight as part of our agency briefing process, providing the opportunity to proactively and holistically incorporate sustainability and

environmentally positive messaging into our work. In addition, part of this strategy is to actively seek out opportunities to work with clients who are working in the sustainability space or operating in sustainable ways.

And Store Enso who are part of the global bioeconomy and a leading provider of renewable products in packaging, biomaterials, and wooden construction.³

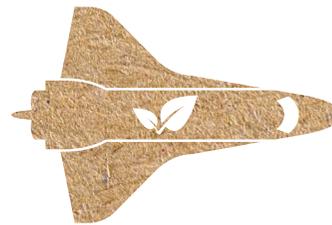


1. <https://adassoc.org.uk/ad-net-zero>
2. <https://www.changethebrief.org>
3. <https://www.storaenso.com/en/>

Awards & events.

Awards and events are a significant part of the advertising and consultancy culture, however they can have a huge impact on the carbon emissions generated by our industry.

We attend a very limited number of overseas events and see this is a huge factor in our below-average carbon footprint from travel. We will continue to critically assess whether attending overseas events or award ceremonies is viable and where attendance does occur, previously mentioned offsetting schemes will be utilised.



Aiming for Nothing: Our Commitment.

Lawton Communications Group, Five by Five and dragonfish consulting are individually and collectively committed to measuring and reducing our carbon footprint in order to be net zero by 2030. We recognise this is an investment in our business and planet's future and are willing to make the necessary adjustments in order to fulfil our environmental and sustainability vision.

Signed by Leadership Teams



Nick Lawton,
Group Chairman
Lawton Communications Group



George Roberts,
New Business
& Marketing Director
Five by Five



Niall Cluley,
Managing Director
Dragonfish



Harry Foyle,
Founder & Director
TSA



David Clarke,
Co-Founder & Partner
Concio



Hannah Weston,
Group Finance Director
Lawton Communications Group



Andree Gowar,
Strategy & Research Director
Dragonfish



Ricardo Troiano,
Co-Founder & Partner
Concio

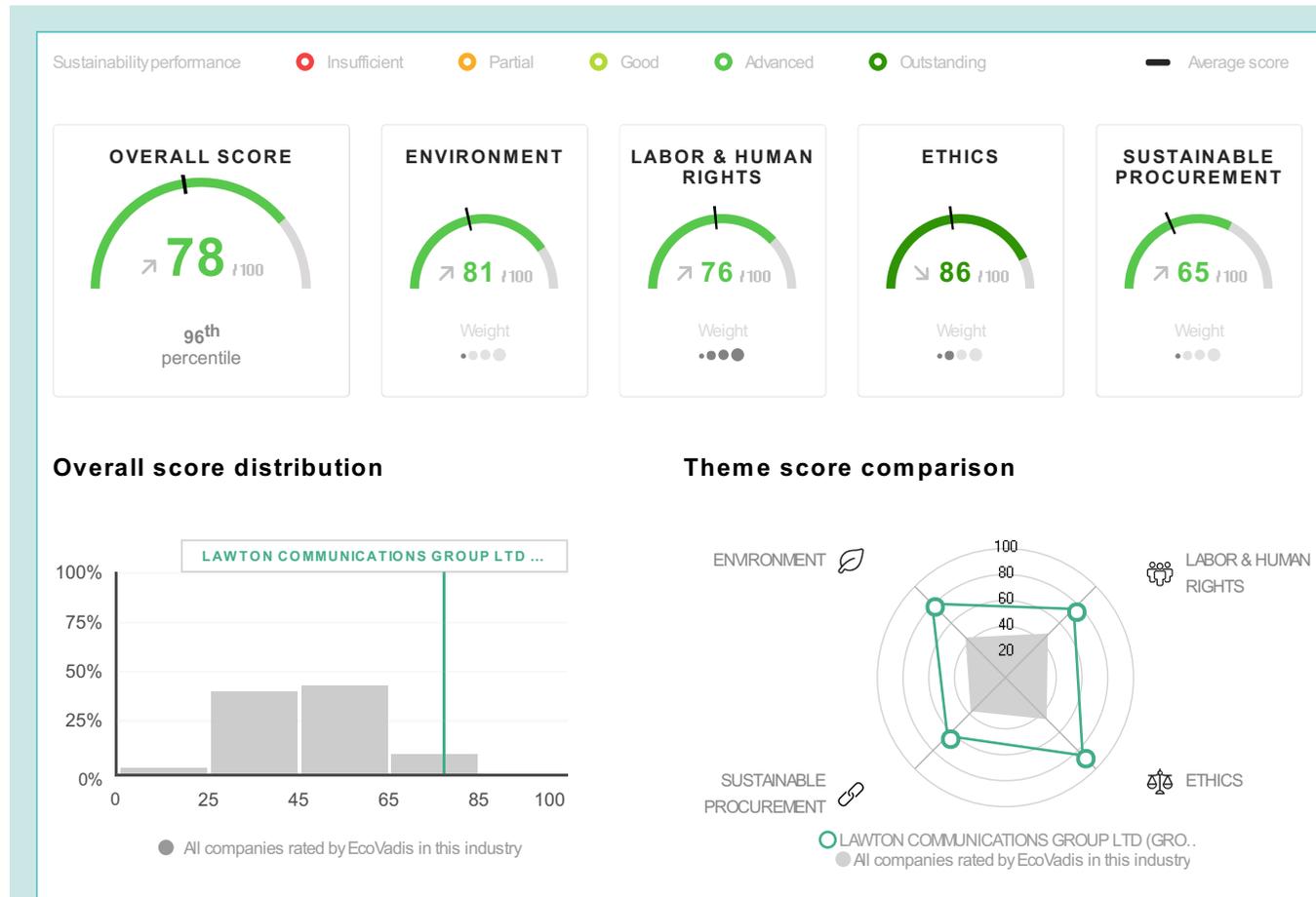


Katie Whittam-Hayes,
Group HR Director
Lawton Communications Group

Appendix 1:

Ecovadis standard and scorecard summary.

Overall score summary



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