



RUN COMMUNICATIONS

Sustainability Policy

March 2025

Mission Statement

Run Communications is committed to integrating sustainable practices into all operations, to minimise environmental impact and to promote social responsibility. We recognise the importance of reducing our carbon footprint and supporting sustainable practices to protect the environment for future generations. We encourage our clients, suppliers, and other stakeholders to adopt similar practices.

Policy Aims

We endeavour to:

- comply with all relevant UK legal requirements, codes of practice and regulations.
- improve efficiencies by reducing energy consumption, water usage and waste generation.
- continually promote awareness amongst the team about environmental impacts and efficiencies through discussion and training.
- incorporate environmental factors into business decisions.
- monitor our progress using our carbon reduction plan.

1. ENVIRONMENTAL IMPACT

We aim to reach Net Zero emissions by 2050. We project that our carbon emissions will decrease over the next five years to **16,000 tCO₂e by 2030. This is a reduction of 7689 tCO₂e.**

We have completed a Carbon Reduction plan in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans. (Please see appendix 1)

Our strategies to achieve this are as follows:

Paper / Plastics

- We will minimise the use of paper in the office.
- We will reduce packaging as much as possible.
- We will seek to buy recycled and recyclable paper products.
- We will reuse and recycle all paper where possible.

Energy and water

- We will seek to reduce the amount of energy used as much as possible.
- Lights and electrical equipment will be switched off when not in use.
- Heating will be adjusted with energy consumption in mind.
- The energy consumption and efficiency of new products including tech, will be considered when purchasing.

Office supplies

- We will evaluate if the need can be met in another way.
- We will evaluate the environmental impact of any new products we intend to purchase.
- We will favour more environmentally friendly and efficient products wherever possible.
- We will reuse and recycle everything we are able to.

Transportation

- **Client Meetings:** Virtual meetings (via Zoom/Teams etc.) are encouraged wherever possible to minimise travel. Where longer-distance travel is unavoidable, we encourage all employees to travel by train rather than car wherever possible.
- **Remote Work:** We support and encourage hybrid work arrangements to reduce commuting-related emissions. To reduce their travel-related carbon footprint, all team members work from home most Wednesdays and Fridays.

Maintenance and cleaning

- Cleaning materials used will be as environmentally friendly as possible.
- We will only use licensed and appropriate organisations to dispose of waste.

Company Culture

- We will involve staff in the implementation of this policy, for greater commitment and improved performance and prioritise 'reduce, re-use and recycle' in all areas of the business
- We will update this policy at least once annually in consultation with staff.
- We will use local labour and materials where available to reduce CO2 and help the community.

2. SOCIAL RESPONSIBILITY

Work Environment

We are committed to conducting all business activities ethically, minimising environmental impact, promoting employee wellbeing, supporting local communities and ensuring we comply with all UK legislation.

Our approach is to create a supportive work environment, and we are totally committed to the health, safety and wellbeing of all employees.

We actively promote work-life balance with remote working for 2 days per week, by continually assessing workloads to prevent overworking and setting clear communication boundaries outside of work hours.

Our intention is to enable all our employees to work in an environment which allows them to fulfil their potential without fear of discrimination, harassment, or victimisation. Run Communications' commitment to equal opportunities extends to all aspects of the

working relationship including recruitment and selection procedures, terms of employment including pay, training, appraisals, work practices and work socials.

All employees have the personal responsibility to ensure compliance with our diversity and inclusivity policy, to always treat colleagues with dignity and not to discriminate against or harass other employees, visitors, clients, suppliers, and former employees.

Our company values and culture encourage open communication, providing avenues for employees to raise concerns regarding potential discrimination or harassment without fear of retaliation.

Community

We have a network of brilliant, creative and diverse people which gives our clients access to the heart of communities across the UK. This group of inspirational Community Leaders & incredible Content Creators helps us to build authentic roots and insight, on which we deliver high impact campaigns, that are real, honest and are guaranteed to be remembered.

On a more local level, we currently sponsor a local kid's football club. We work with local schools and University to offer work experience and work placements.



Appendix 1

Carbon Reduction Plan

Supplier name: Run Communications Limited

Publication date: November 2024

Commitment to achieving Net Zero

Run Communications Limited is committed to achieving Net Zero emissions by 2050.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions.

Baseline Year: Financial Year 01/10/23 to 30/09/24	
Additional Details relating to the Baseline Emissions calculations.	
We are committed to achieving Net Zero emissions by 2050.	
Baseline year emissions:	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	company vehicles: 6605.16
Scope 2	1002.55
Scope 3	Business travel: 9423.71 Hotel stays: 1612 Employee commuting: 1811.39 Employee home working: 3234.33
Total Emissions	23,689.58

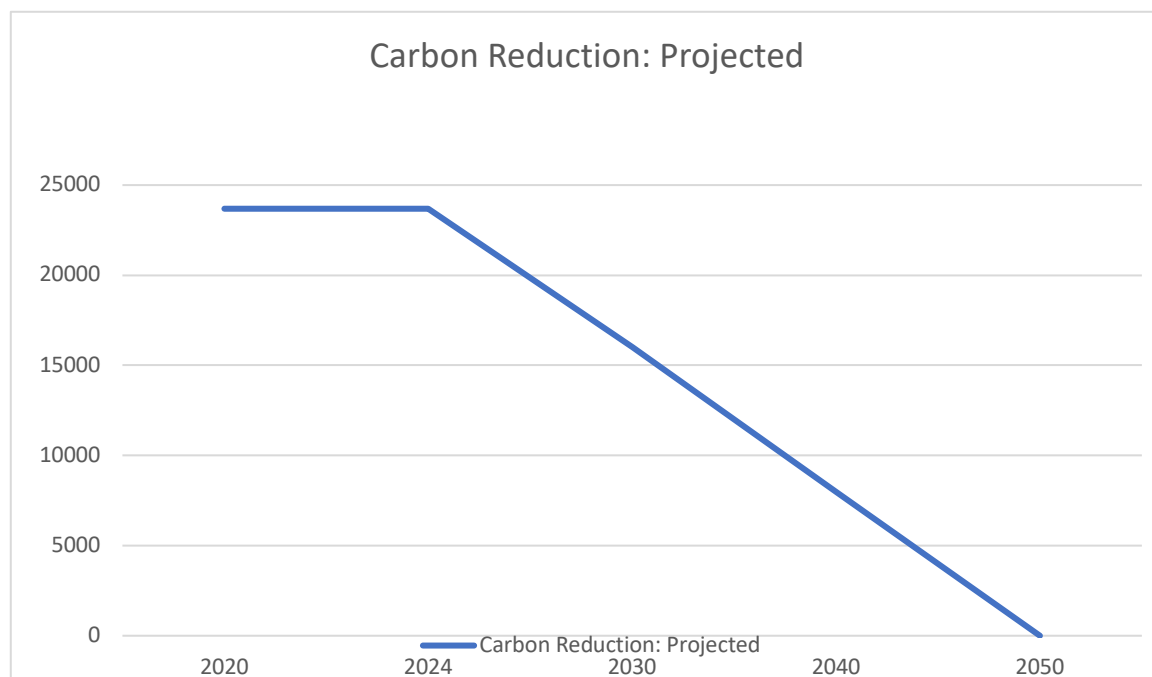
Current Emissions Reporting (NB as per Baseline)

Reporting Year: Financial Year 01/10/23 to 30/09/24	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	company vehicles: 6605.16
Scope 2	1002.55
Scope 3	Business travel: 9423.71 Hotel stays: 1612 Employee commuting: 1811.39 Employee home working: 3234.33
Total Emissions	23,689.58

Emissions reduction targets

To progress to achieving Net Zero by 2050, we have adopted the following carbon reduction targets:

We project that carbon emissions will decrease over the next five years to **16,000 tCO₂e by 2030. This is a reduction of 7689 tCO₂e.**



Carbon Reduction Initiatives

The following environmental management measures have been implemented to achieve our targets:

- All staff will be encouraged to make a conscious decision before business travel:
 - as to whether a virtual meeting would suffice,
 - where travel is considered necessary, public transport / or vehicle share (when travelling in a group), to be the primary consideration.
- Purchasing only EV / Hybrid company vehicles
- We will continue to prioritise '*reduce, re-use and recycle*' in all areas of the business

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the GHQ Reporting Protocol corporate standard and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard.

This Carbon Reduction Plan has been reviewed and signed off by the Managing Director, Steve Chisholm.