



EMG Sustainability Policy

Introduction

At EMG, we believe that our commitment to sustainability is not just good for the planet and society but also essential to the long-term success of our business, employees and clients. We are dedicated to continuously improving our practices to contribute positively to a sustainable future.

Partnering with clients

At EMG, we empower and connect industrial innovators for purposeful change. We believe that the international PR and communication services we offer can be a powerful catalyst to create awareness, inspire action and build trust among stakeholders to drive positive change for our clients. In particular, relating to our clients' ESG goals, we are committed to help shape, support and consistently communicate sustainability messages, stories and narratives that contribute positively to a sustainable future. We partner with clients based on the following five sustainability communications principles:

- 1. To make accurate and substantiated statements**

We avoid statements that are likely to mislead audiences

- 2. To be specific about terminology used**

We avoid any claims about neutral or positive impact that don't come with a high standard of proof

- 3. To consider the context of a claim**

It should be clear what any claim relates to in the context of a company, product, ingredient of the product, its packaging or a specific ingredient of the packaging

- 4. To demonstrate incremental impact**

Any claim, including any comparisons, should be significant, up-to-date and clear.

- 5. To communicate with transparency**

Positive aspects should be balanced with negative aspects.

Our direct responsibility

As a business we also recognize our direct responsibility in securing a better future for our planet and society. We are committed to integrating sustainability into our business strategy, operations and service delivery. EMG seeks to protect and enhance the environment, the well-being of our staff, clients and other stakeholders with which we engage during the conduct of our business.

Our Commitments

- 1. Environmental Responsibility**

We are committed to good environmental practices as part of our overall approach to corporate and social responsibility.

We recognize our responsibility to minimize our impacts on the environment as much as possible, whilst continuing to deliver a high quality service to our clients. Our commitments are:

- a) Reducing Carbon Footprint: We implement and optimise measures to reduce energy consumption in our offices, such as using energy-efficient lighting and equipment.
- b) Waste Management: We minimise waste through recycling programs and reducing the use of disposable materials.
- c) Sustainable Travel: We encourage the use of public transport, carpooling, and low-emission vehicles for business travel. Where appropriate, we undertake internal meetings and client meetings by video or telephone to reduce the need for travel.

2. Social Responsibility

We are committed to providing the best standards of staff well-being within the constraints of our business size and scale. Our staff's well-being is of paramount importance to us as a people oriented business. Our commitments are:

- a) Community Engagement: We participate in community initiatives that promote sustainability.
- b) Employee Wellbeing: We are committed to provide a healthy work-life balance, promote and provide programmes and budgets for mental health awareness, physical health and fitness and offer opportunities for professional development. We maintain a performance and career management system which aims to promote professional and personal development of each member of staff, including staff feedback, excellent employee relations and high workplace standards.
- c) Diversity, Equity and Inclusion: We promote equal opportunities and foster an inclusive work environment. To that end we have a separate DE&I Policy in place.

3. Ethical Business Practices

- a) Transparency: We maintain honesty and transparency in all of our business dealings.
- b) Client Relationships: We advise clients on incorporating sustainable practices in their public relations strategies.
- c) Ethical communication: We are committed to ethical communication practices, to avoid greenwashing and to ensure transparency in all sustainability-related messaging on behalf of our clients. This includes accurate reporting of sustainability achievements and challenges.

4. Sustainable Supply Chain

- a) Supplier Selection: We partner with suppliers who also adhere to sustainable practices.
- b) Eco-friendly Products: We use environmentally friendly materials for our promotional materials and office supplies.