

SMYLE

SUSTAINABILITY POLICY

Smyle is a creative agency, dedicated to realising extraordinary live, virtual and real-life experiences. By fusing creativity and technical innovation together, we leave 'ordinary' behind and take people on exciting journeys to bold and inventive places – whether physically or virtually. We are passionate about understanding our clients' ambitions and connecting with the people who matter to them most. That's what makes us Smyle.

Our purpose goes much further than making Smart, Bold work that matters. Building on our long-standing commitment to sustainability, we seek to elevate

Smyle from an experience and content provider to a strategic partner, working with like-minded organisations to address all the various elements that make up the discipline of sustainability. Through the way we behave and in the projects we deliver, we believe that we can make a valuable, tangible and positive difference to the world and become the most sustainable creative agency in the world.

This means, in accordance with our corporate values, we will apply the sustainability principles of integrity, inclusivity, stewardship and transparency. In addition to complying with all applicable legal requirements, we will continually strive for improvement in our sustainability performance.

Following a detailed review of our operations and in consultation with our partners, clients, suppliers and employees, we have identified four strategic objectives:

- *To achieve "net-zero" greenhouse gas emissions across our internal operations by 2030*
- *To reduce greenhouse gas emissions from our contracted work by at least 30% by 2030*
- *To operate circular economy principles to bear down on waste and single-use materials*
- *To foster the health and wellbeing of our people and all those touched by our activities*

These will be delivered through our five-part sustainability Programme, HASTE.

HOME / People & Places

Sustainability starts at home - and we will be making sure our agency practices what it preaches, by looking at the environmental and social impacts of the places where we work. This will include facilities, consumables, utilities, staff welfare and company policies.

AWAY / Movement

To become a net-zero agency by 2030, a key focus will be how we get our people and goods around in a planet-friendly way.

SOURCE / Materials & Consumables

We will procure responsibly all goods and services for our own operations (offices, warehouse and stock

items for events), respecting recognised environmental, social and ethical requirements and standards, and always behaving with integrity and fairness.

TRADE / Supply Chain

We will work with third party suppliers and project partners to influence wider supply chain uptake of sustainability practices.

ENGAGE / Partnerships and communication

We will make sure our whole agency is aware of the important work we are doing and extend this to involving our clients and other industry stakeholders, to drive positive and lasting change across the event sector.

MANAGEMENT AND DELIVERY OF SUSTAINABILITY

We will ensure the delivery against our objectives through the following measures:

- ***Embedding sustainability principles and practices into the day-to-day management of the company – at our offices and at the events where we operate – managed through the implementation of a Sustainability Management System in accordance with the requirements of ISO 20121: 2012***
- ***Setting goals and targets relevant to our company and its sustainability priorities that will drive innovation, best practice and knowledge sharing***
- ***Ensuring our people understand this policy and its objectives and are encouraged to be champions of sustainability through their work***
- ***Measuring and reporting on our progress in delivering this policy and the commitments we make on sustainability to take account of evolving policies, standards, best practices and technology, and we will share what we learn***

Our Directors are responsible for establishing this Sustainability Policy and for overseeing its implementation. Each Director is accountable for delivering sustainability performance and will ensure that they provide the leadership and resources to deliver against this policy in their respective business areas. All employees are responsible for following the policy with the support, direction and commitment of their managers.

Approved by Rick Stainton, Keith O'Loughlin & Dominic Thomas-Smith on 03 June 2020



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