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Four Agency Worldwide

Policy: environmental & carbon reduction

July 2024

This policy relates to Four Agency Worldwide (Four) and all its subsidiary companies including Four Communications, Four Marketing & Media, Four MSA (health media) and Four Communications Group FZ (MENA).

Overall approach

Overall objective: we are committed to fighting climate change and seek continuous improvement through an annual review of activities and operations and their effect on the environment. We are committed to achieving Net Zero by 2050 and indeed many years ahead of that. We collect and measure data for all relevant scopes (energy consumption, waste and transport) on minimum an annual basis. As an Ecovadis-accredited organisation, we report our data annually in alignment with recognised sustainability standards.

As a business and as individuals we seek to minimise our impact on the environment. By doing this effectively we have the opportunity to establish and promote the highest possible standards of environmental management amongst our peers.

Four conducts an annual review of its activities and operations and their effect on the environment and has a dedicated eco staff committee, Four Earth, which works hand in hand with our central services colleagues. We conducted a plastic audit in summer 2019 and an action plan for re-usable or recycled alternatives was implemented.

Four's intention is to reduce energy and material consumption and to establish the management systems to deliver reductions year on year.

The key areas for ongoing evaluation are:

- purchased materials
- waste
- energy consumption
- transport
- employee engagement and education

Recent achievements and activities

Four Agency is proud to be Ecovadis accredited, a recognition that underscores our deep commitment to sustainability, ethical business practices and environmental responsibility. This accreditation reflects our proactive efforts to integrate sustainability into every aspect of our operations—from reducing our carbon footprint and minimising waste to promoting responsible sourcing and fostering a culture of environmental awareness among our teams. Through Ecovadis, we can benchmark our performance, identify areas for continuous improvement and transparently communicate our progress to clients, partners and stakeholders. This achievement is not just a badge of honor, but a reflection of our ongoing journey toward a more sustainable and responsible future.

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Specific policy areas

Purchased materials

We expect all staff to play their part. Paper consumption is the most obvious by-product of our work. We use electronic materials where possible and use the appropriate recycling bins for all non-confidential paper, card waste, glass, plastics and tin. We have a process for shredding and recycling all confidential waste paper.

Four uses few hazardous substances. Unwanted mobile phone batteries and old ink cartridges are handed to the office team for safe disposal and we have a battery recycling station available to staff. Printing has a number of environmental impacts from paper bleaching through to the print process, so we have preferred eco-friendly print suppliers and processes and have encouraged all staff to reduce their printing volumes.

Waste

Four has a zero-to-landfill policy and alongside this aims to reduce in absolute terms the amount of waste we send to be converted into energy. As part of this we have put in place a recycling education programme in our offices and are in the process of moving to a lower-waste model for staff events.

We have put in place a scheme for the retirement and WEEE-compliant re-use or recycling of old computers.

Four encourages an office culture where waste is challenged across all purchasing decisions, from stationery supplies to catering orders and even the right way to source our office Christmas trees.

Energy consumption

One of the most significant ways we can reduce our carbon footprint is in energy consumption. We aim to reduce year on year, per-employee energy consumption and to migrate toward cleaner energy sources and we are ensuring we have the most energy efficient equipment to reduce electricity usage. The water use and insulation of the London office building itself is beyond our control as it is managed by our landlord, but we are working with the landlord and also our fellow tenants as far as we can to reduce energy usage. We also ask all of our staff to help by turning off computers, monitors and lights when leaving the office.

Transportation

The transport used by staff is another area where company policy can have a significant impact on reducing our carbon footprint as an organisation. We ask our employees to play their part here by:
- Using public transport, cycling or walking to work. Four has a cycle to work scheme where we help with the upfront cost of a bike, and make provision for storage at the office as well as showers if needed, for those able to cycle to work
- Prioritising using public transport or walking for travel to meetings where possible
- Considering and supporting flexible working, to reduce unnecessary travel. Four has invested into remote working and data access capabilities to make this possible.
- Cutting out unnecessary travel - assessing alternative means of transport we could have used / will use; encouraging staff to plan multiple meetings if

taking a flight or travelling a long distance; exploring the number of staff attending meetings; increased use of video conference

Employee engagement

The Four Earth committee has been set up to challenge our organisation's patterns of behaviour and consumption but also to engage staff around the subject of climate change. Four as a business will invest in this, from training and participation in local business networks to 'social' and team building events from cleaning up Regents Canal on kayaks, working on Kennington bee hives, running a zero-waste bar for all staff in our London office and a series of 'lunch and learn' talks from external speakers and experts.

Streamlined Energy and carbon reporting

These disclosures are made in accordance with Streamlined Energy & Carbon Reporting (SECR)
guidelines. The data included covers the 2023 financial year.

The data covers energy usage across all UK entities in the Group. Energy usage from subsidiaries based wholly outside of the UK are excluded from the scope of this report and the figures below.

The data includes optional Scope 3 emissions relating to centrally-booked couriers and taxis. This is not exhaustive data but helps set a baseline for future analysis.

UK energy use

Consumption in metric tonnes CO2e	2023	2022
Gas (scope 1)	8.73	7.06
Electricity (scope 2)	42.03	33.31
Scope 1 and 2 (mandatory reporting) total consumption in metric tonnes CO2e	**50.76**	**40.38**
Logistics (scope 3)	5.44	6.21
Total consumption in metric tonnes CO2e	**56.20**	**46.59**
Total energy usage (scope 1 and 2) in kWh	**265,180**	**210,961**

Efficiency ratios

	2023	2022
Scope 1 and 2 emissions in tonnes CO2e per UK employee	0.21	0.14
Scope 1, 2 and 3 emissions in tonnes CO2e per UK employee	0.24	0.17
Scope 1, 2 and 3 emissions in tonnes CO2e per £1m turnover	1.03	0.72