

Environmental Policy

Freshwater is a leading integrated communications agency. We have been helping clients achieve their objectives for over 20 years. At Freshwater we are committed to the protection of the environment. We review our impact on the environment at senior management meetings and through our internal processes such as our Environmental Committee and the work of our Environmental Champions.

Freshwater acknowledges that the environment can potentially be impacted by any of its activities, products and services. This policy sets out how the organisation will manage, monitor, measure and otherwise be accountable for its ongoing environmental performance. In the implementation of this policy, Freshwater will adhere to the requirements of relevant local, national and international law pertaining to the environmental aspects and impacts of the organisation and ensure that this policy is kept up to date in line with those requirements.

Freshwater is committed to COP26 and COP Cymru and we will continue to work towards supporting the protection of the environment both internally and by raising awareness with our clients. At Freshwater we will ensure our processes are designed to prevent pollution wherever possible. We will review our approach on a regular basis at strategic and operational levels within the business. The Environment Committee will meet every quarter to review existing systems in order to identify areas for pollution prevention. For each product, service, system or process, this will be achieved by:

- Reviewing and analysing our approach to guiding principles from COP26 and COP Cymru and developing our planning accordingly
- Eliminating the use of polluting materials or technologies within our organisation
- Maintaining and improving our Green-based travel policy
- Promoting our initiatives such as Digital first, Cycle to Work Scheme, waste control, light switch off campaign etc
- Promoting the recycling or reusing materials within Freshwater both at home and in the office
- Transferring materials or waste outside of Freshwater for recycling or reuse; and, where no other option is available, controlled disposal or incineration.

Freshwater will integrate environmental management procedures, processes and planning with the general operations of the organisation to maximise the potential reduction of the organisation's environmental impacts. Through the use of environmental performance evaluation procedures and key performance indicators, Freshwater will seek continual improvement in its environmental performance. This will be achieved through the proper implementation of its environmental management system. The design, development and management of the environmental management system, related procedures and indicators is the responsibility of senior management.

All employees receive training on the Environment policy at induction and there are regular updates on what employees should do to support the policy. There is a Health and Safety and Environmental Group that meets regularly within Freshwater to set, review and implement both health and safety and environmental plans.

Freshwater will continue to adhere to best practice and will continue to be a leading example of good environmental management for its industry. It is the responsibility of all employees to ensure that this policy is implemented throughout the organisation and any issues that need to be reviewed at senior level will be discussed at the monthly Executive Group meetings and at Director divisional meetings.

The Finance Director and HR Director ensure that this policy is properly maintained and up to date.

NAME: SARAH WHITTLE

SIGNED:



DATE: November 2021

Environment Policy issue number 5 November 2021