

ENVIRONMENTAL POLICY

INTRODUCTION

Sleeping Giant Media recognises the urgent need to protect the environment and promote sustainable practices. Our commitment is to integrate sound environmental management into our business strategy, reducing our environmental footprint while supporting our communities and stakeholders. This policy outlines our approach to minimising environmental impacts across all operations, aligning with B Corp principles and fostering a culture of environmental stewardship.

IDENTIFICATION

Sleeping Giant Media shall be defined as Sleeping Giant Media Limited, Pocket Giant Limited, Giant Campus Limited, and Percussion Group Limited collectively.

OBJECTIVE

The objective of this policy is to set out Sleeping Giant Media's commitment to reducing environmental impact through sustainable practices. This includes reducing waste, minimising emissions, and making responsible choices in procurement, operations, and partnerships. We aim to achieve Net Zero by 2038, with science-based targets to guide our progress.

COMMITMENT

Sleeping Giant Media is dedicated to minimising the environmental impact of our operations and contributing positively to global sustainability efforts. We acknowledge our responsibility to our communities, employees, clients, and the planet, and we commit to integrating environmentally conscious practices into every aspect of our business. Our key commitments include:

1. **Achieving Net Zero Emissions by 2038:** By following science-based targets, we aim to reduce our total emissions and offset any residual emissions.
2. **Promoting a Culture of Environmental Responsibility:** We engage employees and stakeholders through education, initiatives, and transparency, empowering them to support and drive our environmental objectives.
3. **Continuous Improvement in Environmental Performance:** We will regularly review our practices and policies, setting ambitious targets to reduce resource consumption, prevent pollution, and manage waste responsibly.
4. **Prioritising Sustainable Partnerships:** We are committed to working with suppliers, clients, and partners who demonstrate a commitment to ethical and sustainable practices, creating a positive impact throughout our value chain.

By upholding these commitments, Sleeping Giant Media strives to be a leader in environmental stewardship and a responsible force in the industry, working towards a sustainable future for all.

POLICY

1. Waste Prevention and Recycling:

- **Minimising Waste:** We evaluate our operations to identify opportunities to reduce waste and prevent the unnecessary use of raw materials. Our team actively works to reduce disposable products and manage waste efficiently.
- **Recycling Initiatives:** All recyclable materials, including cardboard, paper, and packaging, are sorted and sent for recycling through official channels. Internally, we promote and educate staff on best practices for recycling, increasing our recycling rate year-over-year. Our office events feature recycling stations, and we aim to raise awareness on recycling within our wider business network.

2. Resource Conservation:

- **Energy Usage:** Sleeping Giant Media is committed to reducing energy consumption through updating our LED lighting when the natural life span of current systems expire. We ensure all non-essential equipment is turned off when not in use, and our operations are regularly reviewed for further energy-saving opportunities.
- **Sustainable Materials:** For products such as paper, office supplies, and fixtures, we prioritise materials that are recycled, refurbished, or sustainably sourced where possible.

3. Carbon Emissions Reduction:

- **Scope 1, 2, and 3 Emissions:** Aligned with our Net Zero goal, we will reduce Scope 1 and 2 emissions to zero by 2030 and reduce Scope 3 emissions by 22% by 2030. Key initiatives include promoting energy-efficient practices, monitoring and reducing business travel emissions, and engaging with suppliers to improve sustainability practices across our supply chain.
- **Travel and Commute:** We support sustainable travel practices by encouraging public transport, car-sharing, and remote working to reduce commuting emissions.

4. Sustainable Procurement:

- **Responsible Purchasing:** Environmental impact is a core consideration in all purchasing decisions. We prioritise energy-efficient and eco-friendly products and source from local suppliers to reduce transportation emissions. Our approach includes purchasing second-hand items where possible and extending the lifespan of equipment through regular maintenance.
- **Supplier Engagement:** We are taking steps to engage suppliers in adopting sustainable practices. Our current approach includes prioritising vendors who demonstrate high environmental standards and are committed to reducing their carbon footprint. We are committed to working collaboratively with suppliers to align our procurement practices with our sustainability and Net Zero goals.

- Further details on this can be found in our Environmentally Preferable Purchasing Policy.

5. **Employee Engagement and Education:**

- **Green Squad Initiatives:** Our Green Squad leads our sustainability efforts, organising environmental education sessions and volunteer activities such as litter picks and beach cleans. This team is instrumental in driving company-wide environmental awareness.
- **Environmental Education and Awareness:** We actively encourage environmental awareness among employees through regular updates on environmental practices, sustainability goals, and company initiatives. We share resources, best practices, and success stories to inspire sustainable habits that contribute to both work-related and personal carbon footprint reduction. We plan to explore opportunities for Carbon Literacy training in the future to further support our environmental commitment.
- **Daily Sustainable Practices:** Employees are encouraged to adopt daily sustainable practices, such as reducing paper use, sorting waste, and turning off equipment when not in use.

6. **Estate:**

While Sleeping Giant Media operates within a council-managed building, which limits our direct control over certain systems like heating and water, we remain committed to optimising environmental performance in the areas within our influence. This includes:

- **Building Management Engagement:** We proactively engage with council building management to advocate for sustainable improvements and share our sustainability objectives, exploring options for low-cost measures such as enhanced insulation and energy-efficient lighting.
- **Office Space Optimisation:** Internally, we manage our office lighting and equipment usage to minimise energy consumption. We ensure all lights and non-essential devices are turned off after hours and explore further energy-reducing practices within our operational control.
- **Energy-Efficient Fixtures:** For any office improvements or upgrades within our scope, we prioritise energy-efficient fixtures, sustainable materials, and practices that align with our commitment to reduce our carbon footprint.

This approach allows us to support sustainability even within externally managed properties, aligning with our Net Zero and B Corp values by taking responsibility for the environmental impact of our office spaces wherever possible.

7. Sustainable Events:

- All company events prioritise sustainable practices, including ethical and sustainable catering options, reusable elements, and clearly marked recycling stations. We continue to evolve our events approach to further reduce waste and environmental impact.

GREEN SQUAD

Sleeping Giant Media's internal Green Squad is pivotal to our sustainability efforts and embodies our commitment to environmental awareness and action. This cross-functional team includes representatives from different departments, enabling diverse insights and collaborative approaches to green initiatives. The Green Squad actively contributes by:

1. **Leading Sustainability Efforts:** The Green Squad identifies and champions environmentally responsible practices within the company. This includes regular evaluations of current practices, setting new sustainability goals, and promoting actions to improve our environmental performance.
2. **Educational Campaigns:** The team organises regular awareness campaigns that empower all employees to make sustainable choices both at work and in their personal lives.
3. **Community Engagement and Volunteer Events:** The Green Squad organises community events such as litter picks, beach cleans, and partnerships with local environmental organisations. These activities strengthen Sleeping Giant Media's community ties and align with B Corp values by fostering a positive impact on the environment and society.
4. **Driving Employee Participation:** Through initiatives like sustainability challenges, Green Squad newsletters, and recognition programs, we encourage employees to participate in and contribute to our environmental goals. The Green Squad uses our internal platforms to share resources, updates, and success stories that inspire company-wide engagement.
5. **Monitoring and Reporting:** The Green Squad tracks the progress of environmental initiatives, gathers feedback, and reports on our performance against targets. This data informs continuous improvement and transparency, ensuring we stay accountable to our Net Zero and B Corp goals.

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

Sleeping Giant Media aligns with B Corp values by actively promoting environmental responsibility, both within the company and with our partners. We encourage sustainable practices across our value chain, support eco-friendly community initiatives, and prioritise partnerships with suppliers committed to environmental sustainability.

COMPLIANCE AND REVIEW

This policy is non-contractual, and therefore Sleeping Giant Media has the unilateral right to vary the policy. Failure to comply with this policy may result in disciplinary action up to and including termination of employment.

The Environmental Policy and associated procedures will be reviewed biennially to ensure compliance with current laws and regulations. This review will be conducted by the People Team. We will stay informed about changes in relevant legislation and regulations that may impact our policies and make necessary updates promptly to maintain compliance.

Employees will receive training on the importance of the Environmental policy, understanding their responsibilities and complying with this policy. The company will conduct regular audits to ensure compliance with this policy.

Date Reviewed: January 2025

Next Review Date: January 2027