

# ENVIRONMENTAL POLICY

As one of the world's leading advertising, communication and media groups, Dentsu Aegis Network has significant environmental impacts. Our CSR programme, known as Future Proof 2020, identifies the environmental risks & opportunities and provides a framework to manage those risks, opportunities, aspects and impacts appropriately. Future Proof 2020 is supported by this Policy as the framework for our target and objectives.

## **Our target**

We will reduce Dentsu Aegis Network's carbon footprint by 40% per average person by 2020 (based on the 2015 baseline).

## **Our goals**

We have set 4 goals that all contribute to the overall 2020 target:

- Source 100% of our energy requirements from renewable sources by 2020;
- Reduce our business travel-related footprint by 25% per average person by 2020;
- Reduce our paper consumption by 25% per average person by 2020;
- Reduce our energy consumption by 10% per average person by 2020.

## **Our metric**

We use a metric which measures greenhouse gas (GHG) emissions associated with our operations: metric tonnes of CO<sub>2</sub> expressed per average person as well as in absolute volume.

## **Our commitment**

Our commitment is to:

- Regularly assess our environmental risks & opportunities in relation to our operations and manage those risks;
- Engage our stakeholders – all interested parties – around environmental management by our business;
- Continuously improve our environmental performance and integrate recognised environmental management best practice into our operations;
- Reduce our consumption of resources and improve the efficiency of those resources;
- Measure and take action to reduce the carbon footprint of our operations to meet our published target;
- Manage our business operations to protect the environment by preventing adverse environmental impacts and by preventing the adverse impacts of environmental conditions;
- Give due consideration to environmental issues and energy performance in the acquisition, design, refurbishment, location and use of buildings;
- Ensure environmental, including climate change, criteria are taken into account in the procurement of goods and services;
- Comply, as a minimum, with our compliance obligations including relevant environmental legislation, permits and other environmental requirements, such as the management of hazardous waste, the WEEE and ROHS;
- Enhance the way our products and services are designed, delivered and consumed;
- Report and disclose our environmental performance to all our stakeholders.

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## Our impacts

### Reducing our own environmental impacts

- Energy consumption
- Business travel & commute
- Waste & recycling
- Water consumption

### Reducing our supply chain emissions

- Outsourced IT-related emissions
- Creative agency suppliers

- Stationery & office supplies including sustainable paper

### Reducing product-related emissions

- Media campaign emissions
- Media consumption emissions
- Emissions through consumer use & disposal

This statement represents our general position on environmental issues, and the policies and practices we will apply in our business.