

MSQ Partners Sustainability Policy

Publication date: December 2025

Context

MSQ Partners is a group of marketing, creative and technology agencies all of whom provide professional services to clients. The purpose of this policy is to outline our approach to environmental management, demonstrating our commitment to measure, reduce and remove our impact on the planet.

Our targets

Near-term targets (by FY2026)

Our near-term reduction targets have been formally approved by the Science Based Targets initiative (SBTi) and are classified as 1.5°C aligned.

MSQ commits to:

Scope 1 and 2:

- Reduce absolute Scopes 1 and 2 GHG emissions 100% by 2026 from our base year

Scope 3:

- Reduce Scope 3 GHG emissions 70% per full-time employee by FY30 from our base year

Supplier engagement:

- Ensure 50% of suppliers by spend covering purchased goods and services will have science-based targets by FY26

Long-term Net Zero targets

To continue our progress to achieving Net Zero by 2040, we have pledged the following Net Zero carbon reduction targets in accordance with SBTi guidelines:

MSQ commits to:

- Reach net-zero greenhouse gas emissions across the value chain by 2040 from our base year
- Reduce absolute Scopes 1, 2 and 3 GHG emissions by 90% by 2040 from our base year
- Reduce absolute Scope 3 GHG emissions from purchased goods and services by 88% by 2040
- Reduce absolute Scope 3 GHG emissions from business travel by 88% by 2040
- Reduce absolute Scope 3 GHG emissions from commuting by 88% by 2040

Compliance and education

We recognise that compliance with relevant environmental legislation and approved codes of practice is the minimum standard. The education and training of employees in environmental issues and the environmental effects of their activities is fundamental in achieving our targets.

Policy in practice

To ensure we can fully understand our impact on the planet, we measure our emissions footprint in terms of tonnes of CO₂e across the following scopes:

- Scope 1: Direct emissions from gas heating in our offices
- Scope 2: Indirect emissions from purchased electricity
- Scope 3.1: Purchased goods and services
- Scope 3.3: Fuel and energy-related activities (well-to-tank and transmission & distribution losses)
- Scope 3.5: Waste generated in operations
- Scope 3.6: Business travel
- Scope 3.7: Employee commuting

Our Climate Transition Council provides employee representation and input into our climate strategy, ensuring this policy is informed by workforce perspectives across all our locations, offices and agencies.

For detailed information about how we calculate emissions for each scope, please see our Emissions Calculation Methodology document.

Direct energy usage

What we do:

We have achieved 100% renewable electricity where we have direct control over electricity supply. For offices where landlords control procurement, we purchase Energy Attribute Certificates to compensate for non-renewable electricity consumption. Where gas heating remains in use, we procure ISCC-certified biomethane through Renewable Gas Guarantees of Origin and invest in building improvements such as modern glazed windows and programmable thermostats to reduce heating demand. We promote efficient use of energy through LED lighting, motion sensors, programmable thermostats, and encouraging staff to minimise unnecessary energy consumption.

What we will do:

When office leases come up for renewal, we will prioritise buildings that:

- Have access to renewable electricity
- Don't use fossil fuel-based boilers for heating and hot water
- Have high energy efficiency ratings and/or certifications such as BREEAM or LEED
- Have landlords with clear sustainability strategies, including science-based targets
- Can provide regular data on energy, waste and water usage specific to our occupancy

Purchased goods and services

What we do:

We have partnered with Dell Asset Recovery Service to manage end-of-life IT equipment across all our locations, handling any brand of equipment and refurbishing where possible or recycling with zero landfill whilst managing data security. We procure refurbished laptops where specifications meet user requirements and have streamlined financial processes to enable laptop transfers between agencies, extending equipment lifecycles across our group. We run a sustainable procurement programme for our highest-value SME suppliers, engaging them on science-based targets and emissions data provision.

What we will prioritise:

Products that are:

- Refurbished
- Reusable
- Recyclable
- Made from sustainable/recycled materials
- Energy efficient

Suppliers that:

- Have sustainability strategies, including science-based targets and credible reduction plans
- Supply data on the emissions associated with the actual things we buy (consumption-based reporting) not just spend
- Commit to societal best practices including anti-slavery, living wage, diversity, equity and inclusion, and data privacy

Waste and water

What we do:

We ensure waste disposal and recycling points in our offices are readily available and easy to use. Through our Dell Asset Recovery Service partnership, we use specialist circular economy organisations for laptops and IT peripherals. We also provide recycling points for employees to dispose of specialist items such as batteries, blister packs, personal electronics, printer cartridges, and fabrics, and hold an annual stationery amnesty inviting staff to return unused equipment for reuse.

We monitor water consumption where landlords provide consumption data and encourage efficient usage. As a professional services organisation operating from leased premises, water represents less than 0.5% of our emissions, with management primarily dependent on landlord-controlled facilities.

What we will do:

We will work with our landlords to ensure comprehensive waste and water reduction and management facilities and processes. We will avoid using disposable catering products where alternatives are available and will invest in water saving technology in our offices where we have

operational control.

Travel

What we do:

We offer our employees access to benefit schemes that remove barriers to lower emission commuting, including EV leasing schemes for UK employees and UK-wide schemes for the ownership, leasing and sharing of bikes and e-bikes. We support flexible and remote working policies reducing both commuting and business travel requirements, with video call and collaboration technology available to all employees. We have implemented travel management systems across multiple agencies providing emissions tracking capabilities.

What we will do:

When office leases come up for renewal, we will prioritise buildings that:

- Facilitate active transport by having secure bicycle storage and showers
- Are located within a fifteen-minute walk of a major national rail station
- Have charging points for EVs and e-bikes

We will continue to reduce business travel by maintaining remote working as a viable option and prioritising lower-carbon transport alternatives where available.

Emissions reporting

We report progress annually through CDP and Ecovadis, maintaining a CDP Climate Change score of B, which is above the industry average. We maintain publicly available emissions reporting including our Carbon Reduction Plan, and provide regular updates on the success of the initiatives we have implemented and progress towards our targets.

For detailed information about our emissions calculation methodology, please see our Emissions Calculation Methodology document, as well as our Carbon Reduction Plan.

Carbon credits and beyond value chain mitigation

We invest in carbon credits to address residual emissions:

- Purchased 16,822 tCO₂e of carbon credits across FY21-25, including 2,200 tCO₂e of removal credits and avoidance credits from 46 verified projects
- Over 230,000 trees planted as part of our Million Tree Pledge commitment
- Employee-led carbon credit purchases totalling over 2,000 tCO₂e and 30,000 trees through our "MSQ People" scheme

We contribute to broader industry change through active participation across multiple industry sustainability initiatives including board membership at Ad Green, co-chairing the BIMA Sustainability Council, contributing to W3C Web Environmental Sustainability Guidelines, participation in Purpose Disruptors working group, and collaboration with the Umbraco Sustainability Community Team.

Governance

Our Chief Sustainability Officer maintains accountability for environmental issues at Executive Board level through monthly meetings and quarterly strategic reviews. Our employee-led Climate Transition Council provides workforce input into climate strategy development, whilst our active risk and opportunity tracker informs board discussions on climate factors affecting strategic planning, financial decisions, and operational management.

We integrate climate-related dependencies, impacts, risks, and opportunities into our governance mechanisms including annual budget approval, corporate target setting and monitoring, policy approval, and verification reporting. Major climate-related decisions are escalated through our Executive Director sponsor to Board level for approval using our established governance structure.

Our sustainability team develops and implements our Climate Action Strategy with clear accountability for achieving our SBTi-approved targets.

Whistleblowing

If you are concerned that this policy is not being properly followed, please follow MSQ's whistleblowing policy and/or contact Protect:

Phone: +44 20 7404 6609

Email: whistle@protect-advice.org.uk

Website: protect-advice.org.uk

Neil Clark
Chief Sustainability Officer