
SUSTAINABILITY POLICY

People & Culture Policy

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Classification: Public

About this policy

Instinctif Partners & Truth believes that our business can and should have a meaningful purpose beyond working successfully with our clients to enable the creation of profit. We are strategic reputation advisors, partnering with our clients to navigate change, mitigate risk and build value through communications that influence and engage the right audiences in the right way. We aim to build positive futures - both through our own internal initiatives and the impactful and purpose driven work that we do for clients, reflecting our value of Responsibility Benefits All.

Our Sustainability Policy sets out our commitment to operating sustainably, and sets out our commitments to employees, our communities, our shareholders, our clients and the countries in which we operate. This includes but is not limited to reporting, disclosures, business practices, policies, procedures, investments, board activities, stakeholder engagement, and investor relations.

Who is responsible for this policy?

This policy has been implemented following consultation with the Board and senior leaders. The Leadership Team is responsible for enabling employees to contribute to our social, environmental, and governance objectives and to implement this policy. Day to day implementation of the policy is managed by the Responsibility and Impact Working Group, overseen by the Group Head of Reinventing Responsibility.

This policy is reviewed annually by the Leadership Team. Changes may be made at any time as government guidance develops.

We are committed to advancing the SDGs.

We recognise the importance of contributing to a sustainable future and will be ensuring that our actions are aligned with global efforts to achieve the following United Nations' Sustainable Development Goals:

- SDG 3 Good Health & Well Being
- SDG 5 Gender Equality
- SDG 4 Education
- SDG 8 Decent Work & Economic Growth
- SDG 12 Responsible Consumption & Production

Statement of intent

We believe that purpose and profit go hand in hand. We partner with and promote those who are committed to building a more positive future in a complex world.

Our people and communities:

At our core we are a people-led business. We believe that we have the greatest opportunity to create positive change through the work we do, the people we nurture and the communities we serve. Specific commitments include:

- Using a growing proportion of our capability as communicators and facilitators to support organisations that share our societal goals.
- Dedicating time and funds so that we can play an active role in the communities in which we are present.
- Creating healthy, collaborative and innovative work environments that support teamwork, productivity and employee wellness.
- Promoting kind, responsible and purposeful behaviours in our engagement with each other and with all stakeholders.
- Improving representation and inclusion across the business, measuring and reporting on our progress and providing the support that helps diverse colleagues thrive and reach the levels that their talent allows.
- Providing training, development, and advancement opportunities to all our people across all levels.

Our environment:

We are actively working to minimise the environmental footprint of our business. We encourage and support partners and suppliers to adopt similar policies. Specific commitments include:

- Calculating our carbon footprint annually and deploying conservation strategies to minimise our energy consumption where we can, such as investing in efficiency-saving technology and practices, encouraging sustainable travel and carefully monitoring our consumption data.
- Contributing to circular waste practices within the regions in which we operate by reducing our waste to landfill, reusing and recycling where possible, enhancing the accuracy of our waste data collection and identifying further reduction and enhancement opportunities in collaboration with our landlords.
- Educating and engaging employees on sustainability through a combination of employee communications, lunch-and-learns and hands-on opportunities.

At the same time as meeting our needs for goods, services and partnerships, we encourage and support our suppliers to help us drive positive action for the communities we serve, the people we work with and our environment. We expect our suppliers to comply with all market and sector applicable environmental laws and actively take steps to reduce their environmental impacts and carbon footprint.

Our governance:

Our focus is to promote strong oversight, transparency and risk management at all levels of our organisation, ensuring the resilience and long-term preservation of value for our business. Specific commitments include:

- Maintaining strong corporate governance practices through exemplary board stewardship, management accountability, and proactive risk management.
- Ensuring our business is always in total compliance with any laws or standards already in place in our markets.
- Mitigating risk exposure and building the resilience of our business in a rapidly changing world.
- Committing to high ethical standards through a strong Code of Ethics and Business Conduct, ongoing training, and executive leadership that promotes a culture of integrity.

- Cultivating strong stakeholder relationships through transparency, open communications, and responding to stakeholder input.
- Establishing clear and effective governance for ESG, including clear goals and accountability. This is set through our Responsibility and Impact Working Group and reported to our board at least annually.
- Continuously improving the tracking of sustainability metrics, as much as is practicable, throughout our operations and supply chain.

We expect our business partners to act in a transparent, fair and ethical manner, including by complying with local bribery and anti-corruption laws, including The Bribery Act 2010 and the international anti-bribery standards as stated in United Nations Global Compact.

Responsible Advisory

As our clients' partner in change, our team in Europe, Africa and the Middle East draw on insight and expertise from financial, consumer, corporate and political landscapes to help companies deliver positive social, environmental and commercial impact. Our aim is to build trust through transparency and honesty so that we and our clients, can be a force for good.

Our commitment to this is underpinned by our specialist practice, **Reinventing Responsibility**, through which we partner with our clients to help them understand, navigate, and seize control of the emerging multiple risks of our time – while helping to unlock opportunities for positive action. Specific commitments include:

- Developing ESG and sustainability services and tools that enhance our employees understanding of ESG and capacitates them to deliver against their commitments responsibly and strategically.
- Providing employees with training on sustainability, including the tools and insights we use to advise clients and analyse market and sector issues.
- Delivering targeted and market relevant sustainability and ESG advisory to our clients that ensures they are better able to interrogate existing sustainability initiatives, understand their competitive landscape, map their business priorities to what is material for their stakeholders and deliver on a considered, authentic sustainability strategy that benefits all.

Communication and review

We will communicate this policy to our colleagues, clients, supply chain partners and relevant interested parties and review it on an annual basis. Changes may be made at any time to remain compliant with government legislation.

This policy document was drafted on 26th January 2024

Next review date: 26th January 2025