



## **OUR CORPORATE SOCIAL RESPONSIBILITY POLICY**

### **Introduction**

Footprint Communications Limited (The Company) recognises the important role that our business can play in contributing to a fairer, safer and more sustainable society. Corporate social responsibility is not simply a buzzword but a serious commitment to managing our business in a balanced way, ensuring we minimise the negative impacts of our activities whilst playing a positive role in our local community and society at large. We are not all that big, so we need to be realistic about the difference we can make in the world. Our greatest value is in helping our clients to inspire positive change in society using the power of communications.

Being an ethical and responsible business requires us to take a holistic approach to the way we do business. It involves us looking at the social, environmental and economic consequences of our decisions in the short and medium term and into the future. It also compels us to work with individuals and companies who share our values and commitment to sustainability.

This policy is not contractual but reinforces existing commitments that are enshrined in our quality statement and our policies on health, safety and environmental matters. We want to be open, honest and transparent about the way we do business and believe that our employees, customers, suppliers and our local community partners deserve to know what standards we set ourselves and how we expect to be judged on them.

We set ourselves high standards when it comes to compliance with European laws applicable to Health and Safety and Environmental legislation and will always strive to exceed minimum standards on laws, regulations approved codes of practice and other external requirements applicable to our industry. We will set internal standards which exceed these requirements and commit to a process of continuous improvement.

### **Scope**

This policy relates to all directors, managers and employees of Footprint Communications as well as contractors acting on behalf of the company.

### **Our key impacts**

As with any business, there are a number of direct and indirect impacts associated with our operating activities. We have a direct impact on the environment as a result of our consumption of natural and man-made resources, emissions from fuel linked to heating, lighting and travel and the disposal of office waste. Our direct social and economic impacts are largely positive and are limited to Footprint's role in the local community, the creation of employment and the distribution of wealth through salaries and taxes, and charitable donations.

In addition, we have a number of indirect impacts related primarily to the influence Footprint has beyond its immediate sphere of influence. These extend to the company's work with suppliers such as printers and providers of digital and print publications, and the supply chains linked to the purchase of products and services for office use and for clients.

## **Sphere of influence**

Beyond our own operations we recognise the need to consider our wider influence on stakeholders and the sustainability agenda. Whilst a commitment to sustainability lies at the heart of our business, our biggest contribution is the influence we can exert through our work with clients who share our core values. We can directly influence positive behaviour through the development of public campaigns for our clients and the production of products and services for clients which reflect high social and environmental standards.

## **Responsibilities**

Ultimate responsibility for corporate social responsibility resides with the Managing Director. However, the implementation of this policy is the responsibility of each employee and contractor working for Footprint. Any queries or concerns about a breach of this policy should be raised with the Managing Director.

Employees can expect to be involved in the development and ongoing maintenance of the policy, including the setting and review of annual objectives and targets. Relevant training, guidance and support will be provided to ensure that employees:

- Consider the short and longer-term implications of their decisions
- Refer to managers for advice and support as necessary
- Are responsive, challenging and constructive when sustainability issues or dilemmas present themselves
- Are open and transparent with clients about Footprint's responsible business approach and actively engage clients in our efforts
- Constantly strive to find creative solutions for clients which uphold our standards around social and environmental responsibility
- Actively avoid any situation which may potentially compromise our clients' or Footprint's own standards on corporate responsibility.

## **Policy implementation**

The following systems exist to support the implementation of the policy:

- Periodic audits of procedures and practices to ensure we address key deficiencies and identify areas for improvement
- Monitoring of performance data on key environmental, social and economic indicators
- Setting of annual objectives and targets to ensure continuous improvement in our performance
- Provision of training and development on corporate social responsibility issues to all employees and contractors
- Honest and transparent communications on our corporate social responsibility, including our progress towards objectives and targets, through the company's website, brochures, publications and in our communications with clients.

## **Standards**

We anticipate that our standards around corporate social responsibility will continue to develop as we adapt to changes in our business as well as developments in legislation and good practice. This policy will be reviewed on a periodic basis to ensure that it reflects the high standards we strive to achieve.

## **Communication and engagement**

This policy will be made readily available to all employees, contractors, suppliers and customers. We will ensure awareness of corporate social responsibility issues throughout all areas of the business through employee engagement in training and development and through their active involvement in supporting company and client initiatives.