

24 FOR '24

ZENO LONDON'S SUSTAINABILITY COMMITMENTS FOR 2024

While the world's gaze fell on Dubai and COP 28 to find new solutions to climate change problems, 2023 was a year when Zeno London's sustainability efforts ramped up. We worked hard to deliver on our 23 for 23 plan and achieved respectable scores on the Future Plus platform. We even got a 'highly commended' award from the PRCA in recognition of our efforts.

With solid benchmarks firmly set, 2024 will be about improving those scores. We'll get more forensic in

combining through our entire business to find evidence of how we're taking positive steps toward the United Nations Sustainable Development Goals.

This plan sets out the roadmap to achieving our ongoing ambition of becoming a more sustainable business.

Here are our 24 commitments for '24.

CLIMATE

- 1. ELECTRIC BIKES:** Reducing the impact of travel and transport by investing in/subscribing to our first electric bike (or service) for Zeno London staff to use/access and creating a sustainable travel and commuting policy document.
- 2. WORKING FROM HOME:** Encouraging colleagues when working from home to mitigate negative environmental footprints. This involves educating people on the steps they can take to conserve energy in their remote working spaces.
- 3. SETTING TARGETS:** Setting energy and carbon reduction targets to ensure we're proactively mitigating the impacts of emissions on climate change, synching our plans with Zeno Global and updating on progress.
- 4. PLANT BASED CATERING:** Demonstrating our dedication to sustainable catering, we are firmly committed to providing meat-free options to align with our environmental values.
- 5. SHOWING OUR STRIPES:** In order to continue waving the flag about climate change, we will actively participate in Show Your Stripes Day (21st June) to engage both our staff and the wider community in discussions and activities focused on climate awareness.
- 6. ESG REPORT:** Showcasing our commitment to environmental, social, and governance practices, we will contribute to Zeno's second global ESG Report, to transparently communicate our initiatives and progress in these crucial areas.

ECONOMIC

- 7. ENFORCING ACCOUNTABILITY:** We commit to developing a Supplier Code of Conduct. This document will set clear expectations and guidance for positive environmental actions, remedial measures for environmental damage, professional conduct, and ethical business practices.
- 8. SUSTAINABLE SOURCING:** We aim to influence our choices, and those of our clients, towards more sustainable merchandise options. Developing a Sustainable Sourcing guide will provide clear options for selecting sustainably sourced items, emphasising intentionality in our sourcing practices.
- 9. PROMOTING ETHICAL MATERIALS:** We will prioritise the sourcing of sustainable materials in our supply chain that meet ethical standards and support the sustainable use of natural materials. This includes a commitment to choosing suppliers adhering to third-party accredited sustainability standards, an aspect integrated into our comprehensive commercial training plan.

SOCIAL

- 10. POLITICAL ACTIVISM:** Engaging with local organisations and community groups (Islington Council and Islington Sustainability Energy Partnership) to discuss ways Zeno London can potentially participate and mentor small businesses in the borough.
- 11. SUSTAINABILITY LEADERSHIP:** We will hold our leaders accountable for integrating sustainability into their roles. Additionally, we are adapting our interview processes to include questions that gauge a candidate's commitment to sustainable practices.
- 12. ETHICAL SUPPLIER SUPPORT:** Supporting local ethical suppliers, including Zeno Eats, we aim to source groceries and catering services ethically to align with our sustainability objectives.
- 13. GIVING BACK:** Providing a charitable alternative during Christmas, we will offer the option for staff to donate their company gift allowance to a chosen charity, encouraging a more meaningful and impactful way of celebrating the festive season.
- 14. ACCESSING THE INDUSTRY:** Ongoing collaboration with Discover Creative Careers (DCC) focuses on helping schoolchildren better understand how to access our predominantly white and middle-class industry.



ZENO

ENVIRONMENTAL

- 15. WASTE MANAGEMENT:** Taking a proactive approach to waste management, we commit to measuring, tracking and managing our waste levels. This includes education and better understanding amongst employees via training and learning sessions.
- 16. NATURE RESTORATION:** Demonstrating our commitment to environmental responsibility, each year we continue our pledge to plant trees for every new employee through our partnership with Ecologi.
- 17. SPECIALIST EDUCATION:** We commit to funding a place at Cambridge University's Sustainability Programme and, on completion, sharing learnings and insights more widely.
- 18. FOCUS ON RECYCLING:** We commit to developing and hosting at least one agency wide event to encourage greater focus and action on waste reduction, recycling and sustainability.

DE&I

- 19. DIVERSITY REPRESENTATION:** Pursuing our ethnic diversity target of 25% by the end of 2024, we will actively work towards creating a more diverse workplace.
- 20. IMPROVING INCLUSIVITY:** Improving the experience of black and brown colleagues, we will update our retention processes and strategies to ensure an inclusive journey for all employees at Zeno London.
- 21. ERG GROWTH:** We commit to the ongoing sustenance and growth of Zeno European-wide ERG groups, creating safe spaces and providing ongoing support for different groups and lived experiences within the Zeno network and at Zeno London. This includes continued support for Pride at Zeno Europe (LGBTQIA+ network and safe space) and BKYM (Mental Health + wellbeing support network).
- 22. PAY EQUALITY AT WORK:** We commit to maintaining our efforts to achieve both gender and racial pay equality and will publish our pay gap data in trade industry magazine PR Week.
- 23. GENDER EQUALITY AT WORK:** We commit to supporting women in the workplace on International Women's Day.
- 24. 300 in 2024:** Zeno London has been working with the FuturePlus platform to align and progress our sustainability targets. In 2024, we have set ourselves the target of increasing our FuturePlus score to a total of 300 points across the five key areas of Climate, D&I, Social, Economic and Environment, adding to our 2023 score by 27 points.

