



## Environmental Policy Statement

Havas King's Cross (HKX) is a uniquely integrated communications company, incorporating 21 agencies with a range of specialisms, based in London's King's Cross.

We blend advertising, digital, social media, search, channel strategy, retail marketing and public relations all under one roof. This enables us to achieve positive social impacts and maintain an Environmental Management System (EMS) that achieves continual improvement and enhances our environmental performance.

We are committed to delivering positive environmental performance from our award winning sustainable building, through to the activities we undertake and the services we deliver. We hold and proactively work in line with the requirements of the International Environmental Management Systems Standard ISO 14001:2015 to ensure we do this right.

Our EMS ensures that a sustainable way of working is integrated seamlessly into our daily activities and lives and breathes throughout our organisation at all levels. Through effective communication and good practice, we demonstrate conformity with all applicable compliance obligations. All HKX representatives are aware of their individual responsibilities in complying with the requirements of our EMS and the positive impacts their actions generate.

In support of this policy and through engagement with our key interested parties, we have developed and maintain several objectives, targets and plans that are measured and monitored regularly, to ensure we are making progress in line with our strategic direction. We are committed to:

- Becoming an environmental leader within our business sector, and actively contributing to the Havas Group Corporate Social Responsibility (CSR) objectives.
- Working with our clients to meet and exceed their environmental expectations.
- Engaging our teams in environmental best practice and providing a vehicle for participation and the capturing of ideas to improve our performance.
- Protecting the environment and preventing pollution by examining and where possible, mitigating the environmental impacts of our activities and services.
- Considering lifecycle impacts to continually improve our business processes and create a positive sustainability impact.

Our main environmental objectives include: -

- Reducing carbon emissions through implementing energy-efficiency controls and actively encouraging the use of ground public transport and videoconferencing.
- Minimising water consumption and waste generation and supporting the circular economy.
- Working as an integrated agency to develop a creative initiative that enhances engagement in environmental issues and generates measurable behavioural change.
- Working collaboratively with clients and the wider Havas Group to maximise value through increased sustainability.

A handwritten signature in blue ink, appearing to read 'C. Hirst', is located below the list of objectives.

Chris Hirst  
Global CEO, Creative  
Date: 13<sup>th</sup> January 2020