



















## A warm welcome to our first ESG Newsletter

Cubiquity are a collaborative print agency. Our mantra is 'people to people' not 'business to business'. That is what powers our performance and leads us to strive for excellence in all we do.

Our customers are at the heart of every decision we make, and we know taking ownership and control of our environmental and social impact is one of our shared ambitions.

Respect, Innovation, Sustainability and Empowerment (RISE) are values shared by our customers, colleagues, and suppliers.

Cubiquity's environmental, social and governance ("ESG") initiative "RISE" addresses our collective impact on the environment and the communities we operate in. In the face of supply chain disruptions, international turmoil, high inflation post the global pandemic, we have come together to deliver sustainable print solutions to our customers and support the communities where we live and work.

The last 12 months have been pivotal for our Group and operating businesses. Following initiatives contributed to Cubiquity's improved ESG performance:

- Cubiquity established its 2050 portfolio reduction targets with a Carbon Reduction Plan (CRP) in line with the government's Procurement Policy Note (PPN) 06/21 for greenhouse gas (GHG) emissions, energy, water and waste consumption, with a 2021 baseline year.
- In partnership with the World Land Trust (WLT) and the Woodland Trust (WT), Cubiquity supported to protect 56,708 square metres of tropical rain forest through carbon offsetting and carbon balanced papers.
- We proudly supported charities like Campaign Against Living Miserably (CALM) and The Beam Foundation by raising over £3,000 through staff initiatives. Additionally, 27 homeless people have been funded to get back into the workplace and a further 53 more individuals were supported.

We are committed to supporting our clients' ESG ambitions and objectives and are always looking for ways to make a positive difference which align with our clients' ESG commitments. We already offer a carbon offsetting scheme through Carbon Balanced Paper, which is available to all our clients. In this newsletter, you will learn about our achievements in working towards a cleaner and healthier world: in advancing the cause of equal opportunity; in contributing to charitable causes large and small, global, and local; and in maintaining rigorous and meaningful standards of good governance. We will continue to pursue these important goals with passion each day.

We had a very successful 12 months, progressing our ESG framework with the support of our clients, staff and partners. We are proud of our achievements and are excited to build on them in 2023 and beyond.

**Shane Inger** 

**Director and CEO** 

















## What is RISE?

RISE is an ESG initiative launched by Cubiquity that enables our customers to demonstrate their Social and Environmental credentials to their own audience and customers, by getting involved in our fundraising activities. They can take advantage of our RISE partnerships and monitor activities through their RISE impact reports.

#### What do the letters mean?

#### RISE stands for -

- R) Respect
- 1) Innovate
- \$) Sustain
- **Empower**

#### What each of the RISE elements mean:

R )

Respecting ourselves, each other, our customers, our suppliers, our communities and the environment. We all have different circumstances and perspectives; these should be respected so we can work together in a constructive and supportive way.

Proactively looking for new and better ways to do things, to improve quality, reduce costs and to be more sustainable. This is true as a business and for our customers. For example, re-engineering an item, using new and innovative technology or materials, changing processes and are some consolidating orders.

Making sustainable choices. Not focussing on short-term gains but thinking about the future and longevity of decisions we're making today. This includes the environment but could also be about sustaining our customer relationships, supplier partnerships and Cubiquity as a business.

Ensuring everyone has the confidence to make decisions, not just within Cubiquity but also empowering others to take control and ownership of their choices. We all share the success of Cubiquity and it is important we all feel we can have a positive impact, feeling confident to make decisions and share suggestions.

Respect, Innovation, Sustainability and Empowerment (RISE) are values shared by our customers, colleagues and suppliers. By building on these principles we are creating an initiative designed to help us raise our standards, together!



















# "SHOW THE LOVE" for sustainability

Cubiquity supports sustainability initiatives through RISE by offering sustainable print solutions to our customers, enhancing their eco-friendly choices for design, products, and logistics. Through the 'Show the Love' campaign launched earlier this year, we want to show the love for the values that we believe in through sustainable print solutions.

Print procurement plays a key role in influencing the delivery of any organisation's contribution to sustainable development. Our account team always utilise their position in the supply chain to ensure that environmental and sustainable factors are

We make every effort to ensure that all activities that we manage for our clients are aligned with our own sustainable procurement policy by procuring goods, services, and working with suppliers that have submitted appropriate evaluation of their environmental strong ESG credentials. This includes FSC / PEFC or ISO14001.

In addition to the wide range of environmentally focused products and services on offer, we also work with the World Land Trust and the Woodland Trust to offset all carbon emissions of our customers' printed communications by measuring the carbon footprint of their print output and managing the mechanism to offset the CO2e.

**FIND OUT MORE** 



















## **Cubiquity supports customers with** various Sustainable Print Solutions to achieve their ESG goals.



Sustainable and environmentally focused operational and marketing print procurement to suit their business requirements



**Eco-friendly promotional** merchandise solutions Perfect for exhibitions, conferences and events



Selection of sustainable uniforms and lanyards to adopt responsible work wear practices that align with ESG values



100% recyclable and enviromentally friendly exhibition and conference stands to create eye catching displays



Recycled material solutions, from point of sale and signage to brochures and marketing literature enhancing customer engagement in an eco-friendly way



Nature friendly corporate gifting solutions and hampers Adding value with creative and unique branded products and packages

**FIND OUT MORE** 



















## Constructing a greener world

**Building a Bespoke Creative Communications Solution supporting** the commitment to design better futures for everyone... socially, environmentally, and economically.



Marshalls is the UK's leading hard landscaping manufacturer, based in Elland, West Yorkshire, and have been supplying superior natural stone and innovative concrete products to the construction, home improvement and landscape markets since the 1890s.

#### **Developing a Better Brand**

The Marketing team at Marshalls laid out their renewed sustainability approach based on their Values, Code of Conduct and the Marshalls way of doing the right things, for the right reasons, in the right way. In staying true to their beliefs, Cubiquity's creative design studio BigKid set out to achieve high expectations of this

ecovadis

communications project with a goal to build awareness for their commitment to becoming a net carbon positive company. Our design team's ability to produce stunning written and visual statements was the key part of the service proposition and sat within our creative brand communications experience for originality and imagination. A two-dimensional creative asset was designed for Marshalls showcasing their key strategic priorities towards their ESG approach which could be used across multiple channels to introduce their robust sustainability model. Marshalls' sustainability commitment is guided by the United Nations Global Compact (UNGC) to make spaces happier, safer, and more sociable operating in the most ethical and sustainable way their customers, partners, stakeholders, and their communities. This was further reiterated in the creative by the team at Bigkid led by the Creative Director keeping aligned with the Marshalls' brand manifesto.

Our team of expert print account managers and creative thinkers worked together to provide innovative solutions to the new approach from conceptualising the creative through to getting tangible, physical representation using 100% recycled material for production, as well as the use for at exhibitions as part of Marshalls conference stands.





















The creative was designed keeping this in mind showcasing their corporate initiative and message in a clear and concise format that satisfied both the business-to-business (B2B) and business-to-consumer (B2C) channels for Marshalls.

Cubiquity was involved in collaborating with the supply chain to feature this on a series of printed display panels, flyers and sustainable event stands for them. The event structure was fully recyclable, in fact, the robust nature of materials used meant they could go on to have a second life before being recycled. Once reused effectively, and truly at the end of their useful life, all materials

ecovadis

were recycled into wastepaper recycling streams.

#### Creating a **Net-Positive Product**

Marshalls' project was aimed to create awareness for their environmental focussed specifications by using their strong brand, communicating well with customer segments, and generating early involvement in their sustainability model, especially at the event showcase and exhibitions. It was therefore important for Cubiquity to deliver these ambitions by selecting materials to align with their business and project goals. With our extensive knowledge and experience, we were able to recommend materials that helped them achieve the very best results for the creative brief. Sustainability was included from the very start for all their display and print collateral. We ensured we were able to deliver their requirements not just from a visual and practical perspective, but also from an allimportant environmental perspective too.

After an initial briefing meeting with Bigkid to fully understand Marshalls' expectations and objectives, the team gained more insight into the project which involved specialised terms that needed visualising by the Creative Director. His background in visual experiences, creative design and concepts meant he was able to offer expert advice on the most appropriate creative strategy for the brief.

#### **Delivering** Sustainable Outcome

This project started with asset generation right through to print production and delivery. The real benefit of the project was the longevity of the design asset. Marshalls have used this asset across multiple channels and on various exhibition stands, thereby reducing the need for brand-new artwork regularly.

We aim to bring our innovative, end-to-end service to a wider client audience by using creativity and expertise to their advantage. With a constant focus on environmental considerations in line with our ESG framework RISE, Cubiquity and Bigkid monitors and aims to reduce the environmental impact of its design, materials and process, supply chain, delivery, logistics and end-of-life. Sourcing eco-friendly materials and substrates was an important factor to meet both the environmental goals of our client and their sustainability journey.















## **Looking Forward to**



### Supporting Terra Carta -Sustainable Markets Initiative

Cubiquity has reinforced its responsibility to assure a sustainable future with our commitment to support the Terra Carta from HRH The Prince of Wales' Sustainable Markets Initiative. This is another step towards our goal to engineer a sustainable future.

The 'Terra Carta's' recovery plan has Nature, People and Planet at its core and sets out a roadmap for businesses to build a productive and green future which aligns with our RISE Social and Environmental Values.

Joining this prestigious coalition will better enable us to drive forward urgent transformational change.

### **Carbon Reduction Impact Report**

A few years ago, we cemented our commitment to our social and environmental values with the launch of ESG initiative, RISE. With the Carbon Reduction Plan strategy, we are now taking the sustainability element of RISE to its next phase. To continue our progress towards achieving Net Zero by 2050, we have set validated targets to create a 'Green Tier' of suppliers from 2022 to 2025; reducing our CO2e by 50% compared to our baseline emissions recorded in 2021.

We are excited to embark on this journey with our customers and suppliers to ensure we all play our part in the global fight against climate change.

As we endeavour to align with our clients' ESG strategies and, with businesses increasingly expected to report their green credentials in their annual reports, tenders and external communications, there is an increased urgency to evidence sustainable behaviour.

We work closely with our suppliers to ensure there is transparency across the supply chain. This helps us to make more sustainable choices like working with the World Land Trust and the Woodland Trust to use Carbon Balanced Paper to offset operational carbon emissions.

We produce IMPACT reports for our customers who embrace RISE outlining environmental achievements across the RISE values helping them multiply the effectiveness of their own environmental and social responsibility programmes.

We firmly believe this will allow our clients, suppliers and Cubiquity to achieve our shared sustainability goals.

**READ MORE** 

**READ MORE** 













