



RISE
WITH
CUBIQUITY

ISSUE #2



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RISE with Cubiquity

Welcome to the second edition of our ESG Newsletter, RISE, which highlights our ongoing commitment to sustainability, social responsibility, and ethical practices. In this edition, we will shine a spotlight on our 'Sustainable Print Solutions,' provide updates on our social and ethical initiatives, share our environmental progress, and feature a post from our esteemed RISE partner, The BEAM Foundation, and charity of the year, the Campaign Against Living Miserably (CALM).

Cubiquity, a collaborative print agency, operates under the guiding principle of "people to people," prioritising people connections over mere business transactions. This foundational ethos propels our performance, motivating us to relentlessly pursue excellence in every endeavour. Central to our philosophy is placing our customers at the core of every decision we make. As we continue on our journey towards achieving our business goals, we recognise the shared aspiration to take responsibility for our environmental and social footprint.

Respect, Innovation, Sustainability, and Empowerment (RISE) aren't just values; they're a way of life for us that help to support our customers, colleagues, and suppliers. Cubiquity's comprehensive environmental, social, and governance (ESG) initiative, aptly named "RISE," is a collective response to our interconnected impact on both the environment and the communities we serve.

Organisations are making significant commitments to get to net zero. We're all realising there's no bigger priority than our planet. So how do we make meaningful progress – and fast?

Our ESG print procurement framework, RISE, offers brands the opportunity to make more sustainable, eco-friendly choices at every stage of their marketing and operational print journey.

In this issue of our 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; and in maintaining rigorous and meaningful standards of good governance. We continue to pursue these important goals with passion each day.

Get to know about our journey crossing Europe in support of CALM, delve into carbon capture strategies, and unveil our ambitious Carbon Reduction Plan. Follow our strategic roadmap toward carbon net zero, explore a captivating case study on a 100% eco-friendly exhibition stand, and witness how social value seamlessly integrates into our procurement strategy. At the heart of it all, our social value activities with the BEAM Foundation and CALM leave an indelible impact on the communities we touch. Each page exudes our daily passion for these vital pursuits, driving us toward a brighter, more sustainable future.

Shane Inger



Director and CEO

Crossing Europe for Calm

Over the month of June, our Cubiquity and Bigkid teams got their sweatbands out and fitness trackers on for our Crossing Europe for CALM challenge, which aimed to raise money for our charity of the year, the Campaign Against Living Miserably (CALM).

Our target was to collectively travel 2,400km, which is the distance it takes to get from London to Athens. The challenge aimed to raise awareness about our RISE framework, social value initiatives, and CALM's essential suicide prevention work. Mental health is an issue that affects countless lives, and we want to make a difference for those who are struggling. With this

goal in mind, 31 determined team members embraced the challenge, ready to go the distance.

Not only did we surpass our target by a significant 183% to travel 4,390km, but we also raised an outstanding £2,239 in donations for CALM. These funds will provide critical resources and support for CALM's mission to raise awareness about mental health, prevent suicide, and offer essential services to those in need.

[READ MORE](#)



Thank You

so much to all those who donated and provided words of encouragement, your support was integral to us achieving our goal!

Everything Matters

SUSTAINABLE PRINT SOLUTIONS

We recognise the importance of reducing our environmental footprint and are proud to introduce our latest solution - 'Sustainable Print Solutions' - which focuses on integrating environmentally friendly practices into our printing processes.

We make every effort to ensure that all activities and services we provide to our clients are aligned with our sustainable procurement policy by procuring goods, services, and works from supply partners that have submitted an

appropriate evaluation of their environmental policies.

From multi-platform campaign design and activation to low impact logistics and gifting services, our sustainable solutions are backed up by monthly carbon balanced certificates and regular impact reports that support our clients' ESG journey with clear and measurable evidence.

MORE ABOUT RISE FRAMEWORK

[CLICK HERE](#)

Single-use plastics have become a major focus for many global brands in recent years, and new alternatives to conventional plastic-based items are constantly being developed. We work alongside our clients with the support of our supply partners to review new innovations as they become available and, wherever possible, introduce initiatives aimed at eliminating the use of single-use plastics.

MORE ON SUSTAINABLE PRINT SOLUTIONS

[FIND OUT MORE](#)

ENVIRONMENTAL VALUE

CARBON CAPTURE

We partner with the World Land Trust (WLT) and the Woodland Trust (WT) to offset the carbon emissions of the paper-based materials used in various clients' printed communications.

Our clients are reaping the benefits of this program. By working with Cubiquity, they can measure the CO2 impact of base materials used in their print projects, and then offset these at source through the work of WLT and WT. To measure their success, we provide a monthly certificate detailing the total amount of carbon dioxide offset and the total area of critically

threatened tropical forests worldwide protected, or the size of new native woodlands planted in the UK. We also provide more detailed impact reports to our customers who embrace our RISE initiative on a quarterly basis.

Monitoring and measuring carbon emissions allows us to take action to reduce our environmental impact and minimise our CO2 emissions through our operational activities. We operate under the Government's Woodland Carbon programme, an accredited carbon removal scheme that provides us with the opportunity to access the amount of CO2 emitted from

the manufacture and distribution of our paper usage. These figures are calculated and verified by the Woodland Trust using Carbon Trust and DEFRA figures, with 100% of the money raised through Carbon Capture going directly to the Woodland Trust so that they can plant native woodland in the UK.

**TAKE A LOOK AT OUR
JAN-JUL 2023 IMPACT REPORT**

[FIND OUT MORE](#)

ROADMAP TO CARBON NET ZERO

CARBON REDUCTION PLAN

Cubiquity are pleased to announce the release of our updated Carbon Reduction Plan, which continues our company-wide journey towards Net Zero.

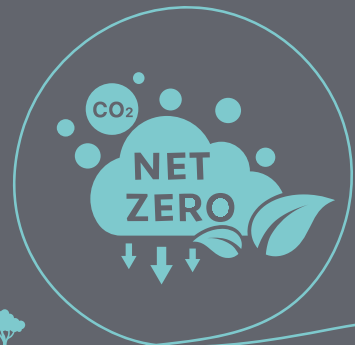
It provides an in-depth overview of our carbon performance and commitment to finding innovative solutions to achieve our Science Based Targets, as well as offering a clear direction towards our long-term goal of reaching Net Zero by 2050.

We are continuously looking for new ways to help our clients and supply partners achieve

their environmental and social objectives and will soon be launching a programme designed to give our clients more opportunities to reduce their carbon emissions by providing them with reports highlighting the direct positive impact they have achieved by working with Cubiquity.

**FIND OUR CARBON
REDUCTION PLAN**

[CLICK HERE](#)





CASE STUDY - 100% Eco-friendly Exhibition Stands

Constructing great relationships

Cubiquity exhibited at UK Construction Week (UKCW), the UK’s largest event for the built environment. We highlighted diverse options of sustainable print solutions to help demonstrate how attending organisations could meet their own ESG targets. It was a wonderful opportunity for us to stand out amongst the crowd and exhibit our ESG-focused print management services and eco-gifting solutions.

To showcase our environmentally friendly approach, we challenged our teams to create a sustainable and impactful exhibition stand that backed our mission to create real change. The result was a 100% sustainable and zero-waste stand, created from cardboard. This was a perfect example of sustainable construction!

Every material, feature, and furnishing was carefully selected and designed to ensure it can be reused, repurposed, or recycled. Our stand was also 100% plastic-free, while its vinyl turf flooring has already been earmarked for reuse. Even the give-away Eco Nature Hampers were made from recycled materials, included bird boxes and feeders, insect hotels, wildflower seeds, and a range of natural products.

These initiatives engaged stand visitors to recognise how we can produce and supply items in a more eco-friendly manner.

UKCW showcased the latest building methods and innovation which can help the construction industry get to Net Zero. With an increasing number of areas emerging which pertain to sustainability in the industry, Cubiquity and our sister creative design agency BigKid were excited to display our proven sustainable print procurement credentials and demonstrate how our operations and product range (including seasonal gifting solutions) can assist construction companies improve their ESG impact.



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GIVING BACK CREATING AN IMPACT WITH BEAM

Beam is a social enterprise, helping people who are homeless to remove some of the financial barriers to finding new employment and accommodation. We have committed to donating a percentage of our profits and to date have supported 126 people, many of which have

succeeded in securing jobs and new accommodation.

In addition to making regular donations, we are also working with clients to establish how they can become involved in this impactful social enterprise. This allows them to create their own branded and dedicated

impact page so they can measure how their support for the homeless is making a significant difference. The tools are then provided to share with their own staff and customers, showing the positive social impact they have made as a result of working with Cubiquity.

BUILDING A BETTER SOCIETY WITH BEAM SINCE MARCH 2021



126 people supported



51 people supported into jobs



57 people supported into housing



2+ years supporting Beam

TO FIND OUT MORE, CONTACT YOUR ACCOUNT MANAGER OR THE RISE TEAM AT RISE@CUBIQUITYMEDIA.COM



[VIEW OUR BEAM IMPACT PAGE HERE](#)