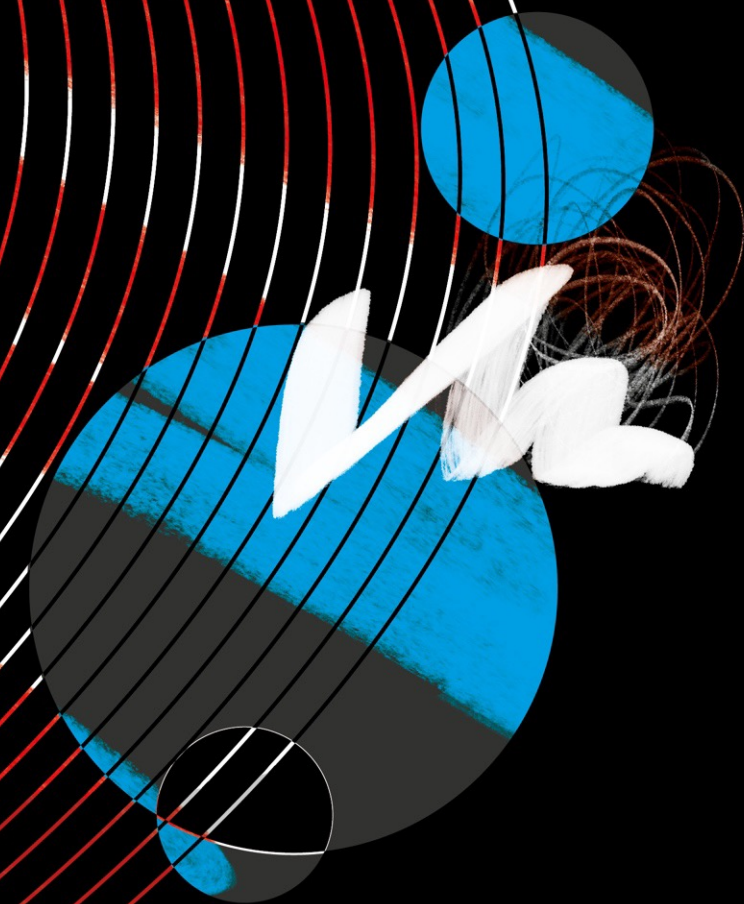


UNFAIR COMPETITIVE ADVANTAGE



Impact Report



LesniakSwann

Impact = Action

Actions speak louder than words when it comes to fostering a better approach to social and environmental change. Lesniak Swann embraces the need for collective responsibility to make a change for the better in both our environment and our community.

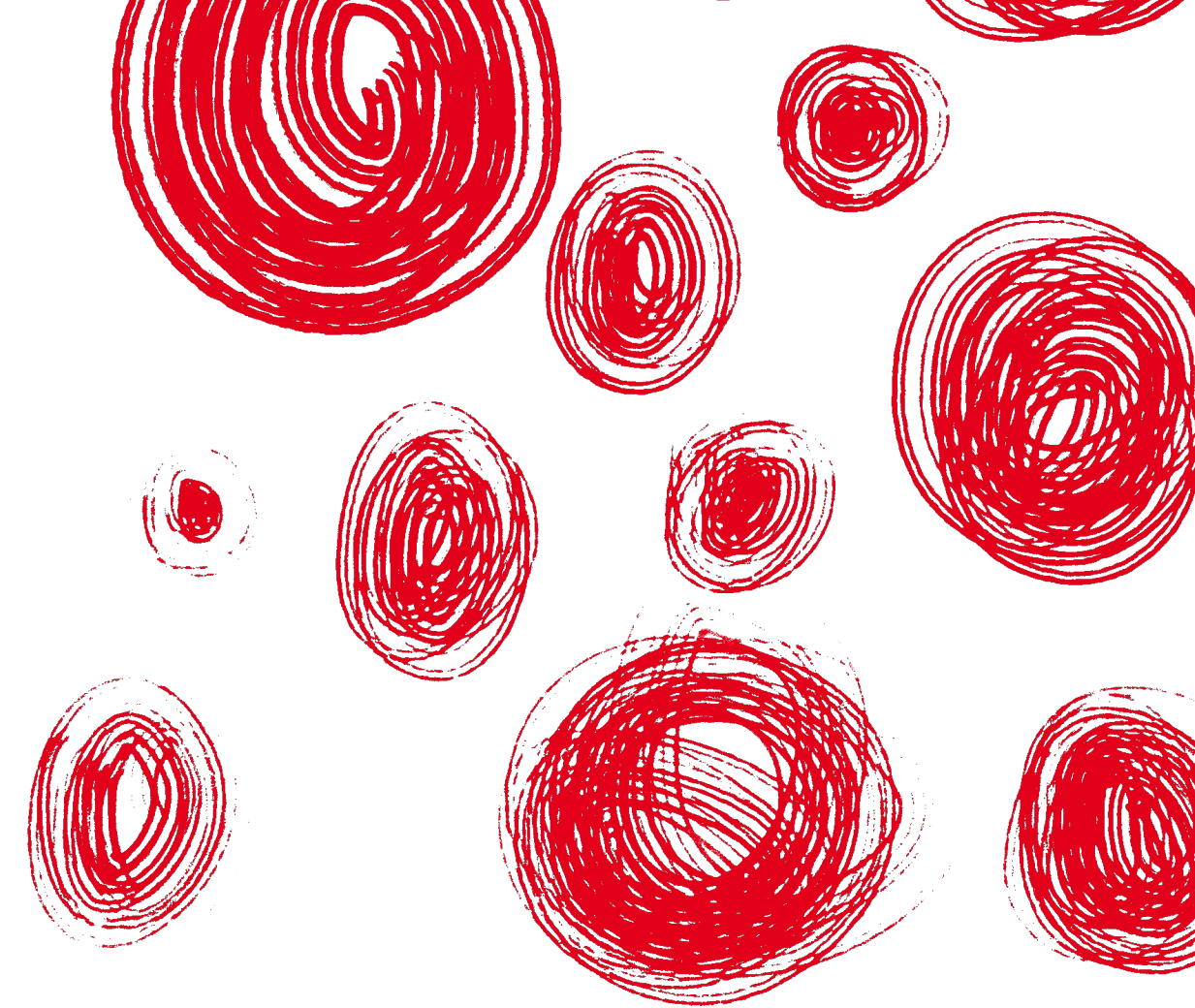
As a marketing and communications specialist we see first-hand the impact that making the right decisions and having a strong ethical approach make in influencing and changing behaviours.

We aim to do the right thing both by our people and the planet, and over the past few years have made considerable commitments and changes to operate as sustainably and ethically as possible.

Clear, demonstrated action.

Honesty, openness and integrity are essential to the way that we operate as a company with our clients, employees and the wider community.

To demonstrate our commitment to operating as sustainably and ethically as possible this report sets out the changes we have made to impact better environmental and social performance – and the next targets we have set to continue to demonstrate we are taking clear, direct action where it matters.



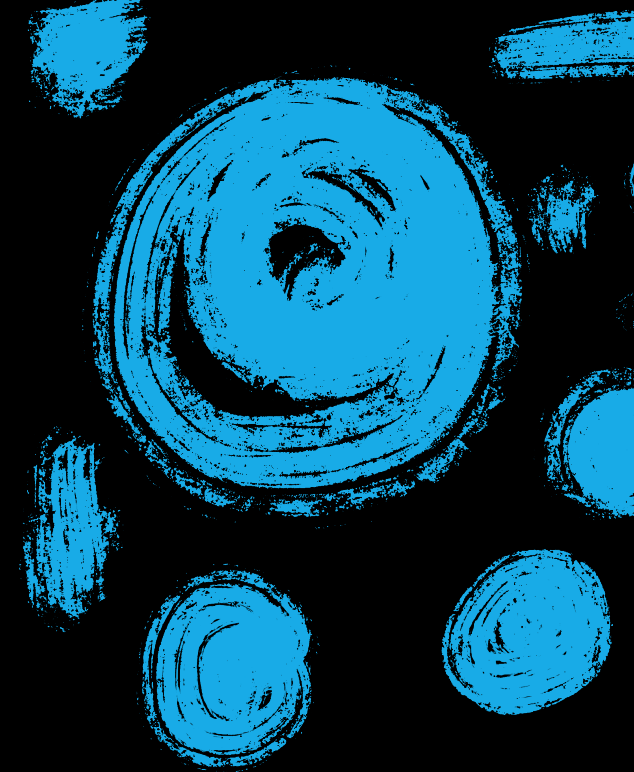
Where we **are...**

The stark reality of working remotely during the Covid 19 pandemic drove home the huge change in carbon emissions that was within our grasp as a company.

While hybrid working supports the community cohesion that supports a happy workplace, we have worked to maintain and lower the emissions generated by our organisation and the supply chain in the subsequent years.

In 2023 we became the first B2B marketing agency to successfully apply for PAS 2060 verification of our carbon neutrality. This is important to us on a human and environmental level – but also to demonstrate that we understand and embrace the sustainability frameworks our clients work within and aspire to.

From this point we have moved forwards rapidly and have introduced changes and policies throughout the current year to push our social and environmental commitments further, including fully accountable waste solutions, volunteering, additional employee benefits, moving to a sustainability-led office and using alternative energy.



Impact
=
Action



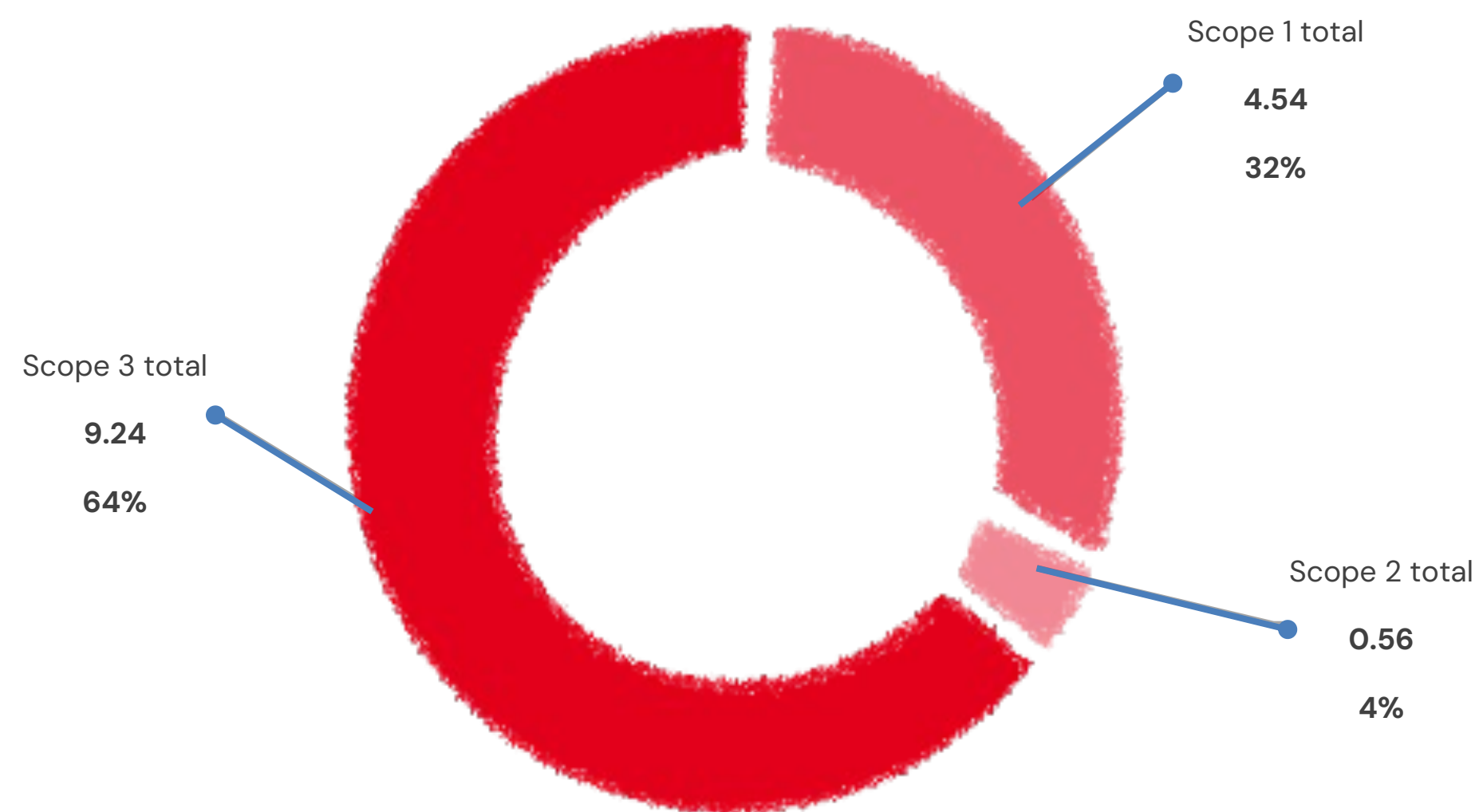
Scope 1 & 2 emissions **cut by 55%**

From 2020/2021 to 2021/2022 Lesniak Swann more than halved its scope 1 and 2 carbon emissions, falling by 55 per cent to 2.78 tonnes CO₂e.

Verified to support our PAS 2060 certification, Lesniak Swann's scope 1, 2 and 3 emissions stood at 14.31 tonnes CO₂e at the end of the 2021/2022 period.*

**Data currently being collated for 2022/2023.*

tCO₂e by Scope

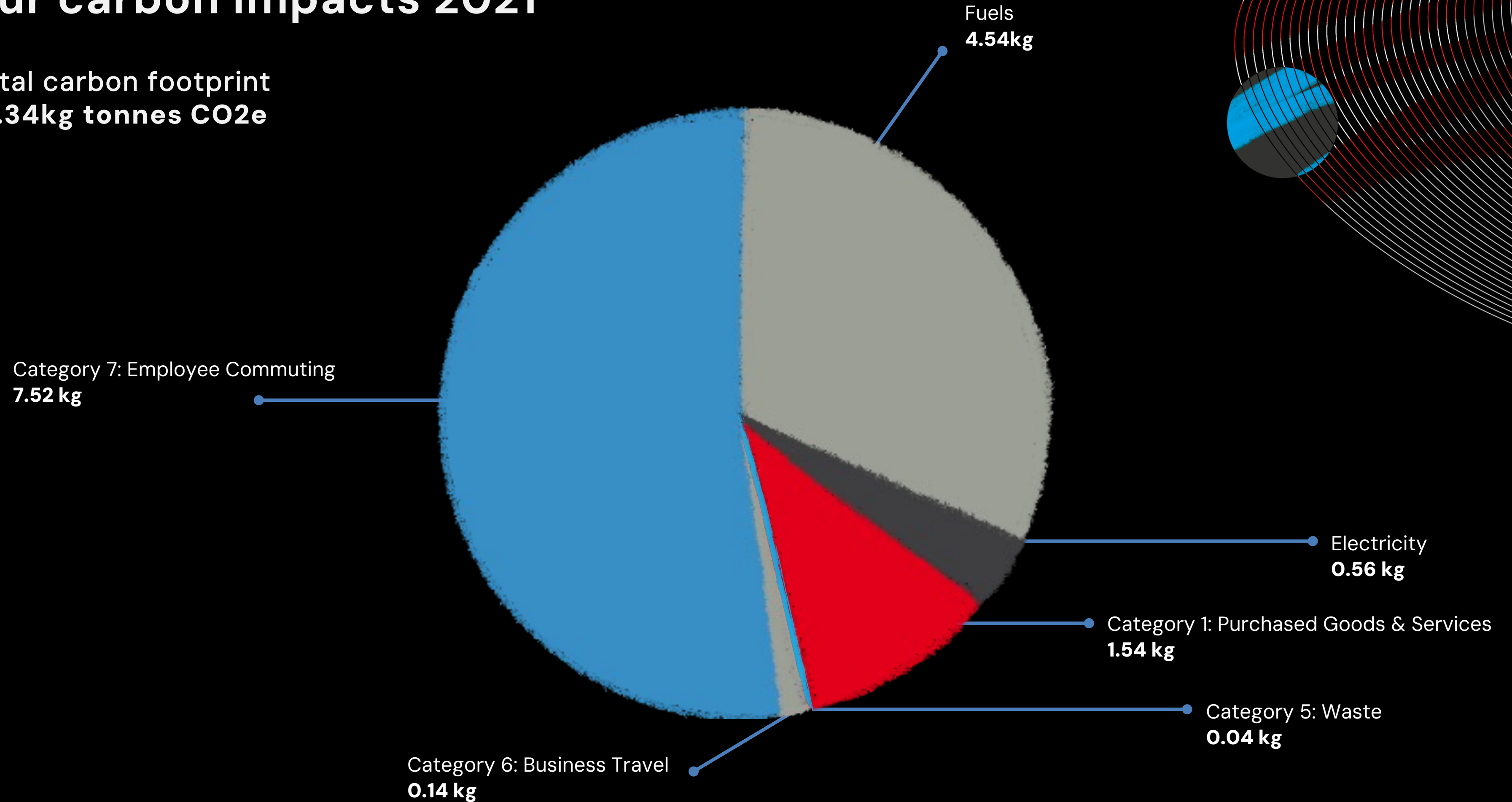


	2021 (tCO ₂ e)	2022 (tCO ₂ e)	2023 (tCO ₂ e)
Scope 1 total	4.54	2.78	-
Scope 2 total	0.56	-	-
Scope 3 total	9.24	11.53	-
Total	14.34	14.31	-



Our carbon impacts 2021

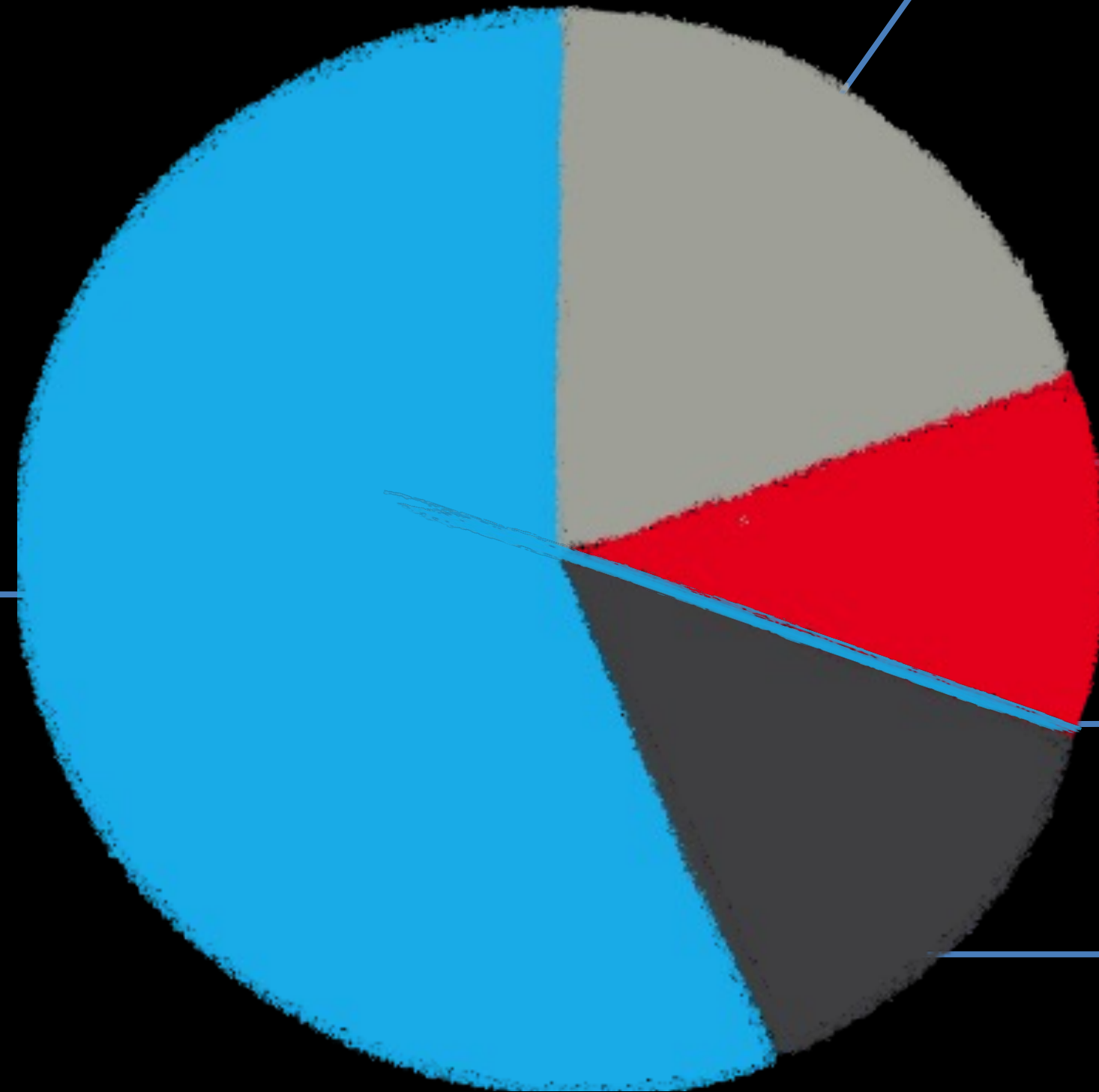
Total carbon footprint
14.34kg tonnes CO₂e



Our carbon impacts 2022

Total carbon footprint
14.31kg tonnes CO₂e

Category 7: Employee Commuting
8.06kg



Fuels
2.78kg

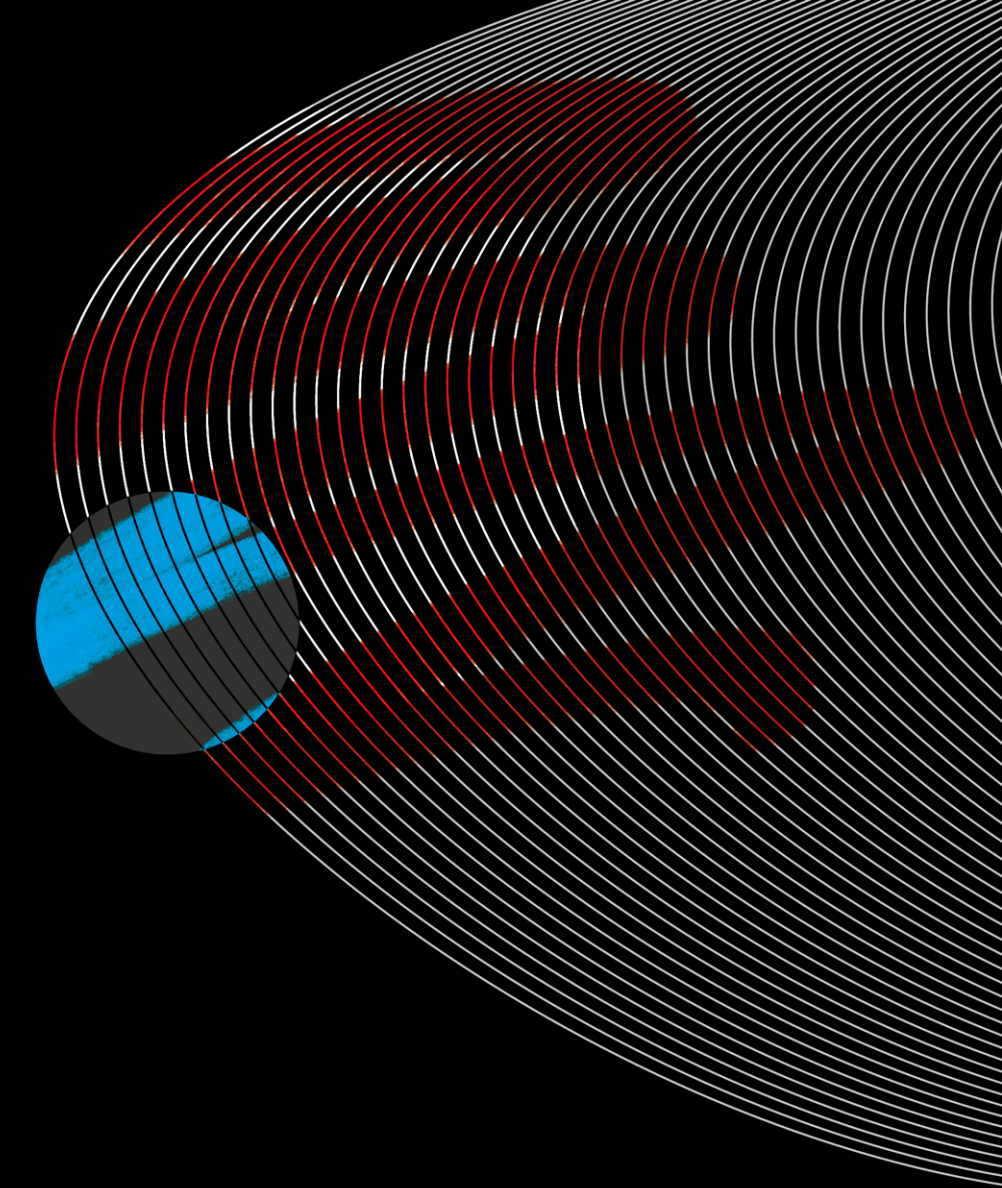
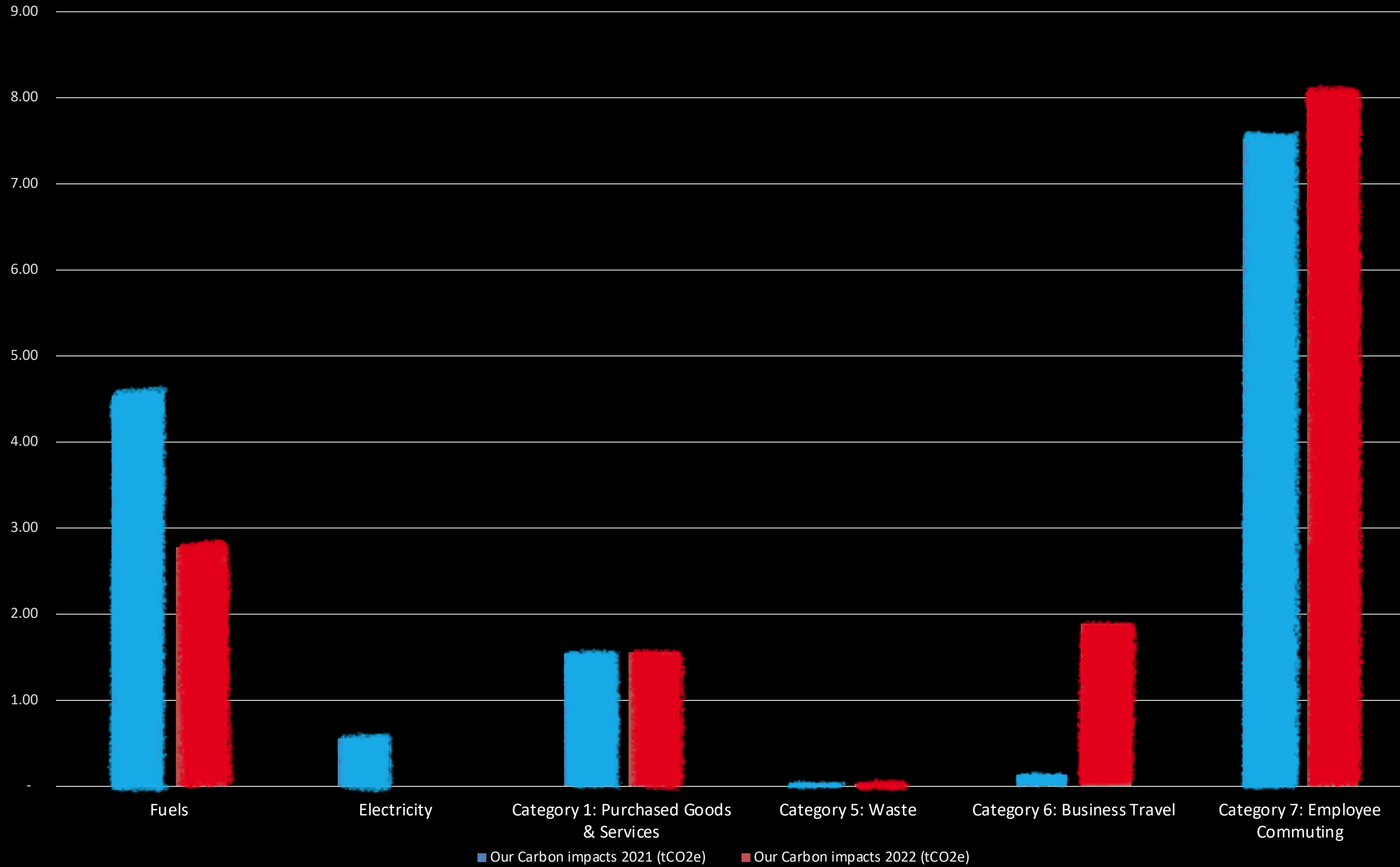
Category 1: Purchased
Goods & Services
1.56kg

Category 5: Waste
0.03kg

Category 6: Business Travel
1.89kg



Absolute Comparison 2021 vs 2022 KG CO2e



Social and environmental data and targets

	2020/2021	2021/2022	2022/2023	% change	2023/2024 target
Energy					
Renewable electricity	4837	7440.4	6401.7		
Renewable electricity %	65%	100%	100%		100%
Electricity usage kWh	8665.49	7440.4	6401.7		
Energy use kWh per FTE employee	634.37	583.56	429.18		
Climate					
Scope 1 & 2 emissions (tonnes CO2e)	5.1	2.78	Currently collating data	55%	
Scopes 1, 2 & 3 emissions (tonnes CO2e)	14.34	14.31	Currently collating data	100%	
Air quality					
Commuting: people walking, cycling, public transport, or EVs*			1W, 1EV		Double
% company owned vehicles which are full electric	0	50%	50%		100%
Water					
Water use (assumed 90% is mm*) M3	89	58	See comments		
Community					
Advocacy/campaigns supported	0	0	2	-	2
Donations / charitable giving £ / % Revenue or Profits					
Staff diversity M%/F%			44.4% M 55.5 % F	n/a	c. 45% M/55% F
% of purchases from suppliers with diverse ownership	n/a	n/a	19%	-	20%

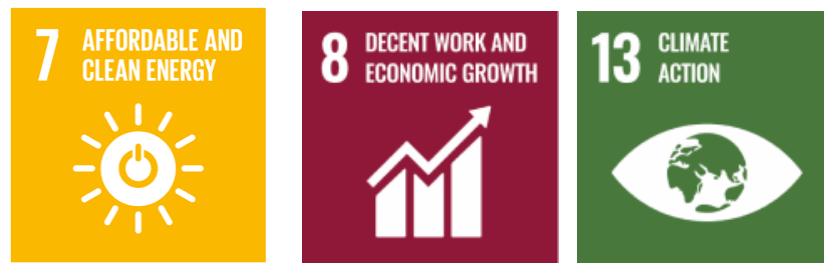


Carbon offsetting

We have offset 110 per cent of our total carbon footprint on Gold Standard verified projects through Climate Care to measure and maximise the direct impact.

Through this we have been pleased to help support energy initiatives including the Sidrap Wind Farm Project in Indonesia and the 100 MW Wind Power Project in Madhya Pradesh, India.

Sidrap Wind Farm is the first utility scale wind farm in Indonesia providing enough energy to power 70,000 local homes. 100 MW Wind Power Project in Madhya Pradesh, India provides clean energy for up to 42,000 local homes and has helped to mitigate 1.23 million tCO₂e in carbon emissions over seven years in addition to enhancing the quality of education and employment opportunities in the local area.



Sustainable Development Goals supported by Sidrap Wind Farm in Indonesia.



Sustainable Development Goals supported by the 100 MW Wind Power Project in Madhya Pradesh, India.



Where we **are going...**

Lesniak Swann has built solid foundations for its future plans to continue to drive down its energy emissions and solidify its community commitments. While our company is growing, we are committed to growing sustainably.

Already we are working towards:

- Increasing professional development time by more than 500% to 1,050 hours a year
- Carrying out pro bono work – with an aim of 50 hours
- Increasing staff volunteer initiatives – already 16 half-days have been achieved this year
- Enshrining an open management policy
- Doubling better environmental commuting choices to support improved air quality
- Maintaining 100% use of renewable energy



Impact
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Action

