



# INNOVATION WITH **PURPOSE**

**Sustainability Report | FY22**



# Contents

## Section 1 Welcome

<b>1.1 Introduction</b>	<b>04</b>
Our year in review	04
CEO message	06
CSO message	08
<b>1.2 About us</b>	<b>10</b>
Who we are	10
What we do	12
Management philosophy	14
<b>1.4 ESG governance</b>	<b>16</b>
Industry recognition	17

## Section 2 Innovation with Purpose

<b>2.1 The UN Sustainable Development Goals (SDGs)</b>	<b>18</b>
<b>2.2 Priority goals</b>	<b>20</b>
<b>2.3 Goal 8: Decent work and economic growth</b>	<b>22</b>
Our commitment and targets	24
The sustainable procurement framework	26
How we support Goal 8	30
<b>2.4 Goal 10: Reduced inequalities</b>	<b>32</b>
Our commitment and targets	34
How we support Goal 10	36
<b>2.5 Goal 12: Responsible consumption and production</b>	<b>38</b>
Our commitment and targets	40
How we support Goal 12	42
<b>2.6 Goal 13: Climate action</b>	<b>44</b>
Our commitment and targets	46
HH Global carbon footprint	48
Carbon emissions reduction plan	50
Science-Based Target Initiative (SBTi)	50
TCFD	54
How we support Goal 13	58
<b>2.7 How we support other SDGs</b>	<b>59</b>

## Section 3 Spotlight on industry contributions

<b>3.1 Deloitte's impact platform report</b>	<b>64</b>
<b>3.2 SDGs webinar sponsorship with UN Global Compact</b>	<b>65</b>
<b>3.3 World Sustainability Awards finalists 2022</b>	<b>66</b>
<b>3.4 Sustainability consultancy in action</b>	<b>66</b>

## Section 4 Sharing the journey

<b>4.1 Progress summaries</b>	<b>68</b>
<b>4.2 GRI standard disclosure</b>	<b>70</b>
<b>4.3 Contact details</b>	<b>71</b>





# Our year in review

Summarizing some of our key projects and the progress we've made this year.

## HH Global Supplier Procurement Framework (SPF)

Companies committed to good ESG practices need clear and credible visibility of where they are directing their procurement spend. Suppliers too need to have a clear understanding of the progress towards their ESG goals and have access to best practice that can help them improve. The Sustainability Procurement Framework, a new initiative exclusively for HH Global strategic supplier partners, ensures every supplier is profiled consistently, objectively and transparently, so their sustainability characteristics and improvements are clear to all.

**Learn more at 2.3**

## Hub

Our proprietary technology platform gives clients automated carbon emissions estimates at quotation stage by leveraging our CO2 calculator in conjunction with our CO2 dataset. Hub gives our wide-reaching network of marketeers a holistic view of the environmental impact of their procurement spend at the pre-campaign planning stage, enabling deeper insights and smarter decision making for more sustainable campaigns.

**Learn more at 2.5**

## Our 2022 baseline carbon footprint

During this reporting year, our acquisition of InnerWorkings saw our facilities increase from 39 to 84, resulting in an increase in emissions. We have also made improvements in data collection that deliver greater transparency in our reporting. For that reason, we have updated our baseline-year to 2022 and will use this year to measure progress made towards achieving our emission reduction targets.

**Learn more at 2.6**

## SBTi and Net-Zero Standard

Following the introduction of a new standard of science-based targets for Net-Zero at COP26, we have produced new and ambitious targets to achieve Net-Zero by 2040. These targets are aimed at reducing emissions from our direct and indirect impact across our entire value chain.

**Learn more at 2.6**

## Launching our sustainability consultancy services

HH Global's agile Sustainability Consultancy team works with our clients to help unlock the potential in operating sustainably, identifying opportunities for improvement to deliver agile solutions that deliver transparent cost efficient results.

**Explore just one example of our consultancy in action in Part 3.**

For more information on HH Global's range of consultancy services, please contact [sustainability@hhglobal.com](mailto:sustainability@hhglobal.com)





Mike Perez  
Group CEO

Big Impact for Big Ideas

HH Global aspires to be the world's most impactful partner to our client brands. To do this, we must walk the walk. We are committed to finding the best available opportunities for operational sustainability, and supporting the world's largest, most visible brands in making more informed sustainability decisions.

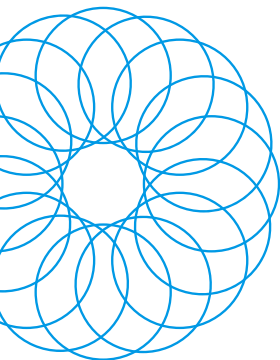
We're excited to share the fourth edition of our annual Innovation with Purpose sustainability report, documenting our sustainability journey with the United Nations Sustainable Development Goals (SDGs) as our guide, benchmark and barometer.

This report shares record of our actions and impacts over the past year, measured against the targets we set for ourselves in 2021. It also defines our statement of intent for the next twelve months.

This big impact that we are working towards is only possible with the big ideas that come from our people and our partners. As you explore the stories in this year's report, it's worth remembering that organizations don't make sustainability happen; people do. People rise to the challenge. People make the difference.

With 4,500 team members and 8,600 global network partners, we can make a significant difference. Thank you to everyone who took us a step closer to our ambitions this year and on behalf of every member of the HH Global team, I thank you for your continued interest and support.

“People rise to the challenge. People make the difference.”



We have a  
**PURPOSE**





We embrace  
**INNOVATION**



**Kevin Dunckley**

Chief Sustainability Officer

**Sustainability occupies an increasingly important position at the heart of HH Global.**

Having championed our sustainability strategy since 2016, I've been delighted to see the way in which sustainability has become an integral part of the business. There's no greater example of this than in the way we deliver on our promise to clients. A tech-enabled platform, procurement leadership, creative production and intelligent partnership have long been central pillars of our offering. Now, so is sustainable innovation.

HH Global has become a leader in ESG impact and accountability. Our tailored solutions focus on optimizing ESG as well as marketing performance. We continue to invest in a diverse and sustainable vendor supply chain. We help our

clients make the right sustainability decisions focused on the right areas. We help them set objectives and measurable targets, creating impact that drives lasting change.

With every passing year, I become more excited by the opportunities before us. Our unique combination of technology and data is enabling us to build our understanding of sustainability, innovate on behalf of our clients and increase our (and their) impact. I am extremely proud to see how far we've come. I'm equally energized and excited by the challenge of what comes next.

I hope you enjoy this report. Please send any questions or comments to [sustainability@hhglobal.com](mailto:sustainability@hhglobal.com)

**Our commitment isn't just one we make to our clients. We also turn our focus inward and this has led to the achievement of several significant milestones this year:**



We **launched** our Sustainability Consultancy Services



We began **development** on an industry-first, outcomes-based framework designed to enhance sustainability within our global supply chain



We **increased** our CDP sustainability rating for the second consecutive year



We **established** and published our full suite of sustainability targets, fully aligned to the UN Sustainable Development Goals



We **retained** and improved our EcoVadis Gold rating



**HH Global has become a leader in ESG impact and accountability.**





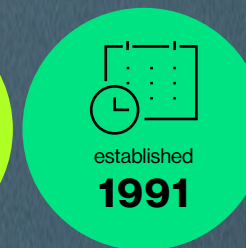
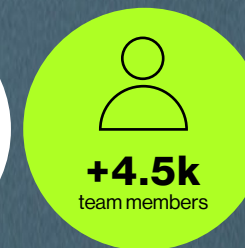
# Who we are

HH Global is the world's leader in tech-enabled creative production and procurement. We amplify our clients' marketing campaigns through unrivaled production, procurement leadership and the most advanced sustainability capabilities available. Then we deliver them at scale through industry-leading technology and the enthusiastic expertise of our people.

We help our clients understand what they buy, through tracking spend and measuring performance. We capture insights and efficiencies at scale while unifying brands across countries and regions.

Perhaps most importantly, we help organizations work sustainably by harnessing technology to cut waste, measure savings, grow responsibly and create lasting change.

## Global regions + highlights



**We optimize functionality to support marketing lifecycles, drive growth and support transformation.**



# What we do

We are the leader in global tech-enabled creative production and procurement. Through our unrivaled platform, sustainable innovation, and intelligent partnerships, we help the world’s leading brands achieve big impact for their big ideas.

Our global, creative, and digital production expertise enables us to deliver content-optimized campaigns for many of the largest brands in the world. Our best-in-class technology drives unmatched marketing impact, uniting brands, countries, and regions to achieve scale at speed with data-driven insights. Our unmatched procurement expertise, leverage and scale, deliver tailored programs that optimize supply chains while mitigating risks. And our logistics capabilities ensure marketing materials are in the right place at the right time so they’re able to make a big impact.

PRINCIPLES Technology	PRINCIPLES Procurement leader	PRINCIPLES Creative production	PRINCIPLES Sustainable innovation	PRINCIPLES Intelligent partnership
<ul style="list-style-type: none"><li>• Best-in-class proprietary technology driving client ROI and operating efficiency</li><li>• Understand what our clients buy, track spend and measure performance to enable continuous improvement</li><li>• Unite brands, countries and regions to drive scale at speed, through insights and efficiency</li><li>• Optimized functionality at every step of the process to support transformational change, reducing waste and driving growth</li></ul>	<ul style="list-style-type: none"><li>• Unrivaled leverage with +\$2B spend under management</li><li>• Deploying unparalleled scale, industry and channel expertise to deliver tailored procurement programs that mitigate risk and optimize supply chains</li><li>• Strategic sourcing from +8,000 supplier partners across the world and product categories</li><li>• Continuous investment in a sustainable supply chain, promoting diversity and inclusion</li></ul>	<ul style="list-style-type: none"><li>• We amplify creative campaigns for brands across all media, all channels and all markets</li><li>• Considered, impactful design, driving brand consistency and category growth</li><li>• Worldwide digital studio network; a truly global team that follows the sun</li><li>• Volume optimized dedicated resources, transparent rates, time and resource tracking</li></ul>	<ul style="list-style-type: none"><li>• Leaders in environmental impact, social impact and sustainability</li><li>• Tailored solutions embedded into the everyday to support our clients sustainability objectives</li><li>• Advanced insight intelligence to help clients make informed sustainable decisions</li><li>• Industry-leading vendor certification framework aligned to UN Sustainable Development Goals</li></ul>	<ul style="list-style-type: none"><li>• Best in-class expertise of our people, embedded into our clients business, brand and culture</li><li>• Global capability, local approach</li><li>• Breadth and depth of experience serving +150 of the world’s leading brands</li><li>• Visibility, data and insights for enhanced decision making</li></ul>





# Management philosophy

Brilliant growth ideas only create value when they are expertly executed. Our ambition is to be the world’s most innovative and sustainable marketing execution partner. We are achieving that by leveraging proprietary technology and deep category expertise to provide leading products and services to clients the world over, and by ensuring we hold true to our mission and core values:



### Pursue excellence relentlessly

We’re a market-leading execution partner. To remain in that position, we never stop striving to enhance and develop all aspects of what we do.



### Act with integrity to earn trust

The client partnerships we form are based on mutual trust and confidence. We don’t take that trust lightly, which is why integrity, respect and inclusivity form the bedrock of everything we do.



### Have passion and pride

We put our heart into our work. We’re proud of what we achieve with our clients. It’s something you can’t help but see when you partner with us.



### Feel empowered and be accountable

Our people take responsibility for driving HH Global forward. HH Global trusts them to do it responsibly, empowering them to make a difference every day.



### Innovate and take the lead

No request is too challenging. No idea is too big. We thrive on exploring alternatives and finding new answers to bring our clients’ vision to life.



### Love the client

We find genuine joy in partnering with our clients to help them achieve their goals.

## HH Global’s mission

To be the world’s most impactful partner to brands seeking stronger, more sustainable growth.

## Positioning

We are the leader in global tech-enabled creative production and procurement. Through our unrivalled platform, sustainable innovation, and intelligent partnerships, we help the world’s leading brands achieve big impact for their big ideas.







# Top 1%

of companies as  
rated by EcoVadis

## ESG governance

**Our ESG commitments and targets are brought to life by people across HH Global, at all levels and in every area of the business. They are supported by four regional steering groups that work to raise awareness, develop new sustainability ideas and initiatives, and share local best practice.**

The steering groups report to a global ESG Committee which meets quarterly and reviews progress against targets and policies.

The ESG Committee comprises the Chief Sustainability Officer, Chief Finance Officer, Chief Procurement Officer, and Chief of Staff, and reports to the HH Global board.

Our governance structure ensures a clear through line from the people innovating and implementing on the 'shop floor' to the organization's leaders and gives sustainability within HH Global prominence as well as governance.

Find out more about governance within HH Global at 2.6

## Industry recognition

We're proud to be recognized by a number of leading organizations for our work towards becoming a more sustainable business. This year, we added our partnership with WEConnect to our portfolio, which is testament to our dedication to reducing inequalities, alongside our continued efforts in carbon reduction and ensuring good working conditions for all.

### Certifications and industry affiliations include:



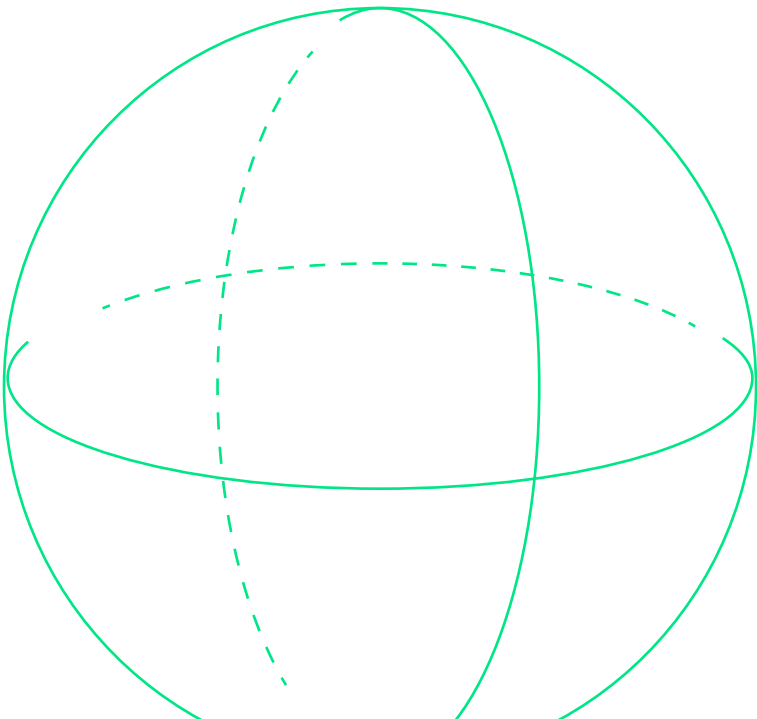


# The UN Sustainable Development Goals

In 2015, 193 world leaders agreed 17 Sustainable Development Goals, otherwise known as the Global Goals or SDGs. These goals have the power to create a better world by 2030, by ending poverty, fighting inequality, and addressing the urgency of climate change.

Described as the world’s ‘to-do’ list, it is the responsibility of governments, businesses, civil society, and the public to get behind the goals and work together to build a better future for everyone.

The SDGs help organizations focus on what matters. They act as an enabler for a more expansive conversation on sustainable development while serving as a reminder that achieving ambitious targets requires a coordinated approach that engages all stakeholders: clients, supply chain partners, investors, and colleagues.



<div>1</div> <div>NO POVERTY</div> <div></div>	<div>2</div> <div>ZERO HUNGER</div> <div></div>	<div>3</div> <div>GOOD HEALTH AND WELL-BEING</div> <div></div>	<div>4</div> <div>QUALITY EDUCATION</div> <div></div>
<div>5</div> <div>GENDER EQUALITY</div> <div></div>	<div>6</div> <div>CLEAN WATER AND SANITATION</div> <div></div>	<div>7</div> <div>AFFORDABLE AND CLEAN ENERGY</div> <div></div>	<div>8</div> <div>DECENT WORK AND ECONOMIC GROWTH</div> <div></div>
<div>9</div> <div>INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div></div>	<div>10</div> <div>REDUCED INEQUALITIES</div> <div></div>	<div>11</div> <div>SUSTAINABLE CITIES AND COMMUNITIES</div> <div></div>	<div>12</div> <div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div></div>
<div>13</div> <div>CLIMATE ACTION</div> <div></div>	<div>14</div> <div>LIFE BELOW WATER</div> <div></div>	<div>15</div> <div>LIFE ON LAND</div> <div></div>	<div>16</div> <div>PEACE, JUSTICE AND STRONG INSTITUTIONS</div> <div></div>
<div>17</div> <div>PARTNERSHIPS FOR THE GOALS</div> <div></div>	<div></div> <div>THE GLOBAL GOALS</div> <div>For Sustainable Development</div>		



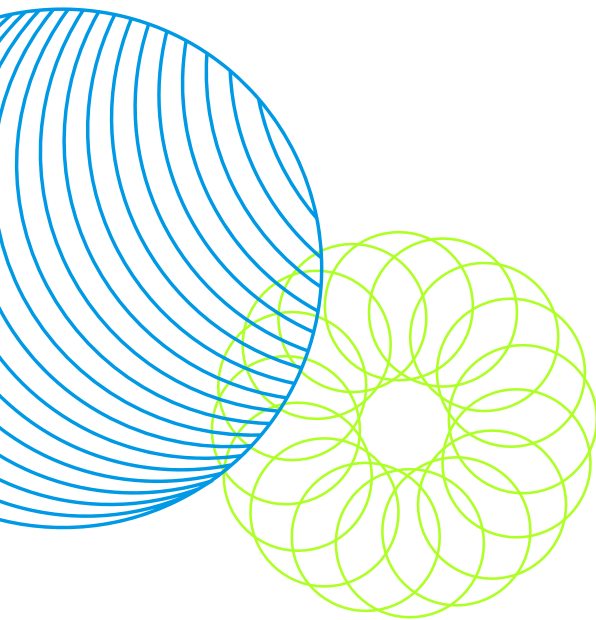
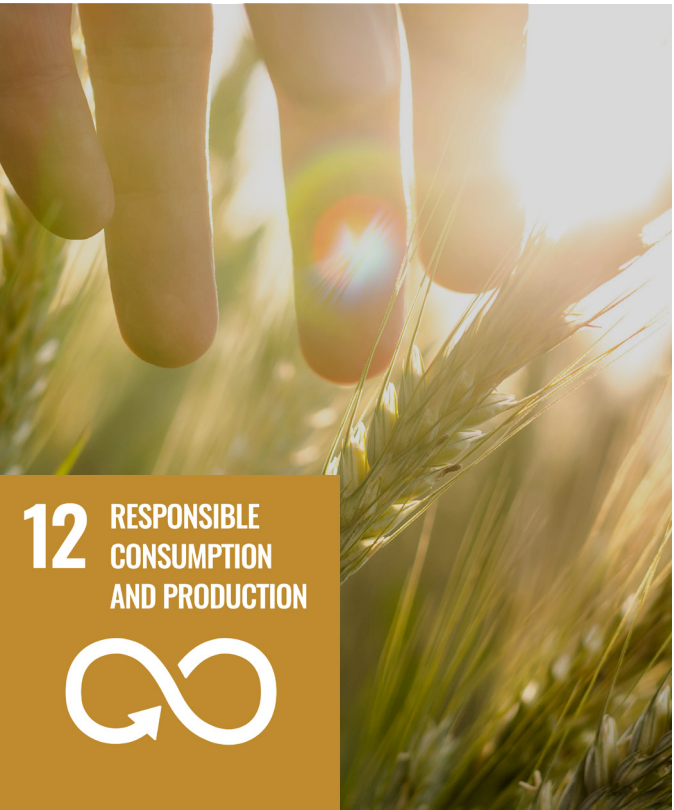
# Priority goals

This is HH Global’s fourth Innovation with Purpose Sustainability Report. Since the first report in 2019, we have come far, committing to the Climate Pledge, gaining a coveted EcoVadis Gold rating, setting science-based targets for improvement, and launching our own sustainability strategy: Innovation with Purpose. This award-winning sustainability program fosters collaboration and promotes environmentally responsible business practices, driving economic and sustainable efficiencies for our clients.

Yet our relationship with sustainability didn’t begin in 2019. It stretches back further, further even than the SDGs. It was the SDGs, however, that gave us and every sustainable business a clear structure to work to. Through the SDGs, we can clearly show how our activities contribute to a bigger picture. They help us to be part of a global plan for action.

In this report, we identify and explore the four SDGs most relevant to our business activities and our associated stakeholders. These are our priority goals. Each prioritized SDG is backed by a clear commitment and associated near term targets, as defined by the ESG Committee. These priority goals, commitments and targets were defined, approved, and published in August 2021.

Our priority goals are not the only SDGs in which we are active. As many SDGs are interlinked, our actions in one area inevitably impact others and you’ll find specific examples of support for other SDGs at 2.7.





**8 DECENT WORK AND  
ECONOMIC GROWTH**

**As one of the world's leaders in tech-enabled creative production and procurement, we see it as our responsibility to give back to the people who make what we do possible.**

Some of the world's largest brands rely on us to ensure that all goods are sourced ethically and under good working conditions, as we strive to buy from an incredibly diverse range of suppliers due to the scale of purchasing. Alongside this, we work with our suppliers to aid them on their journey to becoming more environmentally sustainable and socially responsible, constantly working to uphold the values our clients expect when procuring solutions on their behalf.



# Our commitment and targets

We are committed to ensuring HH Global is a great place to work, and that our suppliers provide decent working conditions for their employees with a fair wage and strong employee rights.

8 DECENT WORK AND ECONOMIC GROWTH



## Targets



HH Global employees will be paid a living wage. 100% of tier 1 (direct) suppliers\* will be required to confirm a living wage policy by 2025.



100% of tier 1 (direct) suppliers\* to align with HH Global's clearly defined environmental and social standards or have appropriate corrective action plans in place by 2025.



100% of tier 1 (direct) suppliers\* to receive information and guidance on the Sustainable Development Goals with 30% demonstrating their support by 2025.

## Progress

HH Global will promote awareness of Living Wage through the Sustainable Procurement Framework (SPF) platform and will be gathering data on our suppliers' adherence to Living Wage standards.

HH Global Supplier Code of Conduct updated accordingly, with acknowledgement of adherence a prerequisite to trading.

HH Global launched the SPF platform in FY22 to help capture additional ESG characteristics.

HH Global has provided information and guidance on the SDGs to the suppliers making up 20% of their overall spend, with plans in place to increase that percentage to 35% by the end of 2022.

HH Global's newly launched SPF platform is providing educational tools and resources to help our suppliers demonstrate their support for the SDGs.

## 2022

● On Track

● On Track

● On Track

\*Suppliers that make up 95% of HH Global spend



# The sustainable procurement framework

As more companies establish their environmental, social and governance (ESG) targets, there are increasing requirements to have clear and credible visibility of where they are directing their procurement spend. Access to legitimate and credentialed strategic partners is a critical component to achieving and measuring progress against ESG targets. With this in mind, and to enable us to distil and share our ESG best practice, we have launched a new initiative exclusively for HH Global strategic supplier partners: the Sustainable Procurement Framework (SPF).

## Tech-enabled, outcome-based procurement

The HH Global SPF is a tech-enabled, outcomes-based sustainable supply chain program. Every component of the Framework has been designed to help our suppliers improve their ESG credentials, learn from HH Global's sustainability journey, and contribute to the SDGs. The SPF platform gives HH Global suppliers the opportunity to update their company profile from an ESG perspective, answer questions regarding ESG actions and initiatives, and to access (and improve) their ESG maturity stage. Our ambition is to help everyone improve as we learn together. We are working in partnership with Support the Goals, a social enterprise providing research on how businesses are supporting the SDGs, to deliver this program.

We have selected a group of HH Global strategic suppliers from each of our regions to participate in the first phase of this innovative program, to ensure we can measure and then scale its impact. This project also supports one of our stated 2025 commitments towards Goal 8, focused on educating our strategic suppliers about the SDGs.



## We believe business for good, is good business

Since adopting the SDGs and investing in our own sustainability maturity, we have grown and become more profitable. We want to share our experience with our valued supply chain, so its members can prosper and thrive. If our global supply chain of ~8,600 strategic suppliers raises its maturity level the impact will be significant – great for the supplier, great for our clients, great for HH Global, and great for the planet.

## The supply chain-related commitments of our Innovation with Purpose strategy

In addition to the aim of increasing the ESG maturity level of our supply chain, the SPF platform provides a useful conduit to help us monitor and achieve our ESG targets. The targets we'll be monitoring through the platform are:

- Confirmation of a Living Wage policy from 100% of Tier 1 suppliers by 2025
- Alignment to our environmental and social standards from 100% of Tier 1 suppliers by 2025
- Providing SDG information and guidance to 100% of Tier 1 suppliers, with 30% demonstrating their support, by 2025
- A new ESG FY23 target that 20% of our global spend comes from suppliers participating in the SPF

## Procurement for good - emphasizing the 'S' of ESG:

We have established, refined, and scaled solutions focused on understanding and reducing environmental impact. Increasingly our clients want to know how their marketing spend is being used to generate social impact. The SPF platform will help us view our supply chain through an ESG lens, enabling us to gain a better understanding of the makeup of our supply chain – and gathering data on the diversity, makeup and social impact generated by our client's marketing spend.

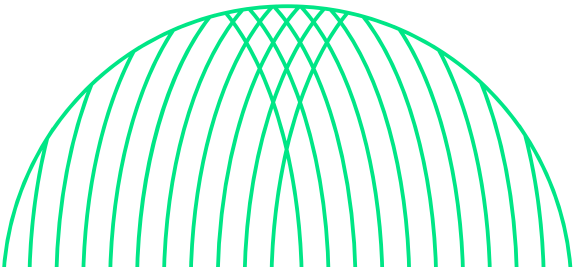
## “Italiya Graphics

**Italiya Graphics Australia is thrilled to have the opportunity to participate in HH Global's Sustainable Procurement Framework platform, which brings market leaders together to create a visible sustainable supply chain. As a family-owned business since 2016, it's important that we continue to evolve and develop our own sustainability credentials and we are delighted to see a sustainable supply chain program that prioritizes, educates, and promotes the UN Sustainable Development Goals in HH Global's vast supply chain.**

Paras Italiya, General Manager



Our ambition is to help everyone improve as we learn together





# Developed with our partners

We're grateful for the contributions of the following in helping us develop the HH Global SPF:

**TBL Services:**

SDG advisers, consultants and mentors who help organizations make the Global Goals a natural part of their operations.

**Support The Goals:**

A social enterprise which rates and recognizes the businesses that support the Global Goals, as well as promoting a structured approach to planning, target setting, and reporting.

**BSI:**

The world's first national standards body which, more than a century later, is globally recognized as a champion of best practice. Equips businesses with the necessary solutions to turn standards of best practice into habits of excellence.

**Grouptree:**

Provider of the Origin framework8 platform , designed to allow teams to share information between departments and suppliers, providing valuable sustainability performance data and a better understanding of relationships between suppliers, factories, subcontractors and the products they deliver.

**HH Global Advisory Board:**

Four strategic suppliers representing each of our regions, plus senior procurement leaders from key clients in the food & beverage, FMCG and sports retail sectors.

We would like to thank our founding partners and advisors on this project who have helped us to bring this initiative to life, as well as BSI who reviewed the framework including its alignment to the SDGs.

# What we hope to achieve – promoting sustainable procurement

**What is sustainable procurement?**

Sustainable procurement means buying goods and services at best value for money, to the benefit of the whole economy, and with minimum harm to the environment. Reducing environmental and social risk in our supply chain is a key ESG consideration for our customers, investors, and HH Global.

**What is the result?**

The SPF ensures every supplier is profiled consistently, objectively, and transparently to understand their sustainability characteristics. Our suppliers understand their ESG maturity, are alerted to the market trends, and enjoy free access to resources designed to provide practical ways to improve. HH Global suppliers improve their businesses by learning from our own sustainability journey. SPF provides the capability to embed key environmental and/or social criteria in the procurement process.

## TEAM concept

TEAM's sustainability program, 'Legacy', was developed as a result of our participation in the Sustainable Procurement Framework. It has crystallized our operating approach to sustainable printing practices and helped us become more efficient in our plant while providing a better understanding of how our actions can make a positive impact on our environment and community.

- Jeff Howicz, General Manager

# How does it work?

There are 3 key stages to the user journey within the SPF platform.

**Supplier perception:**

When we onboard suppliers we ask them to complete an audit questionnaire. We map their answers to environmental and social questions, comparing them with the SDGs. Suppliers are then rated by researchers at Support the Goals based on how well they communicate their support for the SDGs. The findings of these two exercises are combined (50:50 weighting) to produce an initial ESG maturity rating.

**Supplier update:**

We invite suppliers to the SPF platform to review and enhance their profile. They can then to respond to 72 questions spanning all SDGs. Each answer is equally weighted, with impact areas considered of equal importance.

**Supplier improvement:**

We direct suppliers towards resources to help them improve their maturity rating by creating and communicating an effective strategy to support the goals. The more effective the strategy and the better the communication, the greater the potential for a higher rating.

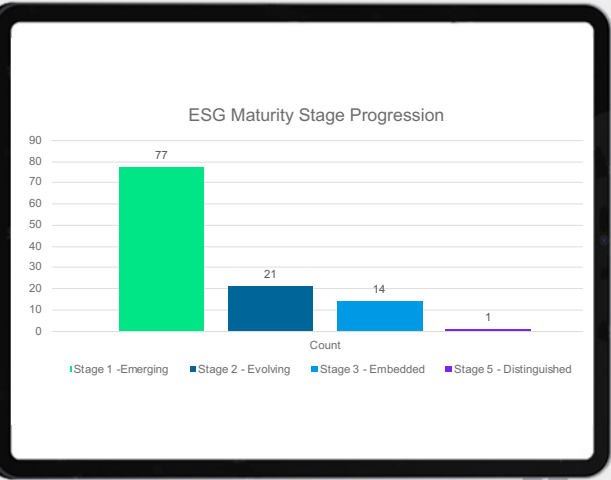
# Progress

**5 Levels**

The SPF platform comprises 5 levels of 'ESG maturity' against which our suppliers are rated. This rating is based on a combination of their ESG strategy and alignment with the SDGs, and the actions they are taking to advance progress within each of the 17 goals. The five ESG maturity stages are:

- 1 Emerging
- 2 Evolving
- 3 Embedded
- 4 Excelling
- 5 Distinguished

When the SPF platform launched in May 2022, all suppliers were in the 'Emerging' stage. As of July 2022, we have seen great progress across the 100+ suppliers making up ~ 20% of HH Global's total spend. The progress is evidenced in the chart below which shows that 36 suppliers (or 32%) have advanced beyond the initial ESG Maturity Stage.



The Sustainable Procurement Framework (SPF) will play a pivotal role in HH Global's engagement with our supplier community – and we've already seen early returns. If our global supply chain (~8,600 strategic suppliers) raise their ESG maturity then the impact will be significant – great for the suppliers, great for our clients, great for HH Global, and great for the planet!

- Kevin Dunckley, Chief Sustainability Officer



# How we support Goal 8

## Partnering with AIM Progress to drive responsibility

In 2020, HH Global joined AIM Progress, a collaboration of the world's biggest FMCG brands, working together to develop and execute responsible sourcing programs, mitigate risk and promote ethical and responsible behavior across the supply chain.

We are also part of the AIM Progress Living Wage working group alongside clients including Unilever, Coca-Cola, Diageo, Danone, Mars, P&G and PepsiCo.

## AIM Progress – living wage working group

Collaborating for positive impact through responsible sourcing



AIM-Progress is a forum of leading Fast Moving Consumer Goods (FMCG) manufacturers and common suppliers, assembled to enable and promote responsible sourcing practices and sustainable supply chains.



“ We are in the process of agreeing Living Wage parameters for the countries in which we operate and are reviewing company performance with urgency to make progress against this target. ”

-Sean Carr, Director of Sustainability (Americas)

## Tackling modern slavery with Unseen UK

Unseen UK is a charity providing safehouses and support for survivors of human trafficking and modern slavery, working alongside individuals and governments to 'stamp out slavery for good'.

We are working in collaboration with Unseen UK to improve modern slavery awareness and strategy within our supply chain, ensuring modern slavery has no role in our or our suppliers' businesses.

Living Wage group members include Unilever, Diageo, HH Global, GSK, Heineken, J&J, Mars, PepsiCo, Coca-Cola and Mondelez.





# Our employees and clients’ best interests are at the heart of what we do.

In recognizing and addressing inequality, we have actively sought specialist expertise by becoming members of, and establishing strong relationships within, leading non-government organizations (NGOs) and communities. As a result, we have an appreciation for the benefits, but also the complexity of diversity. In time, we want our experiences and positive actions to be the catalyst for positive impact far beyond our own operations, by raising awareness and influencing practice within our global supply chain.



# Our commitment and targets

HH Global is committed to being a diverse and inclusive business that reflects the communities in which it operates. It respects the rights and opportunities of every person, regardless of gender, ethnicity, religious beliefs, sexual orientation, or socio-economic background.



## Targets



HH Global Leadership\* to have 30% representation based on gender, race & ethnicity, and age & generation by 2025.



15% of HH Global annual spend will be placed with small & diverse business suppliers by 2025.



All people development and training programs to include DE&I principles and be completed by 100% of employees by 2025.

## Progress

43% female representation across Group Management Board and Regional Leadership teams. 29% of the HH Global Leadership team is within the 35-45 age bracket. Just over 35% of our leadership team are of American or English nationality with the remainder distributed across 24 nationalities.

We have developed enhanced profiling of diversity within supplier onboarding and relationship management protocols. This will roll out in 2022 and include subscriptions to specialist NGOs.

The first two modules of an updated sustainability and ESG training suite, which has been translated into eight languages in addition to English, was launched and completed by all staff in Q1 2022.

## 2022

● On Track

● On Track

● On Track

\*Group Management Board and Regional Leadership Teams



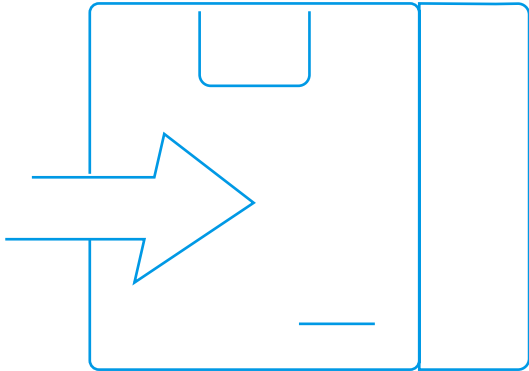
# How we support Goal 10

## Speaking at DIAL Global’s virtual ESG summit

We were honored to have been invited to speak at DIAL Global’s ESG summit, alongside many other highly influential industry stakeholders and valued HH Global clients. HH Global’s Group CEO, Mike Perez, was on the panel at the first of the three summits, which explored trends in diversity and inclusion across FTSE and Fortune 500 companies.

Due to the scope of our business, it is important that we consider ESG beyond our internal structure and recognize the impact we can have on the supply chain in its entirety. At the summit Mike said, “We have more than 8,600 strategic suppliers that we work with globally, so we believe there is an opportunity to work internally for improvement, but also to shape the external supply chain and what we touch for global brands.”

Mike commented on the importance of “setting the expectation and holding yourself accountable.” Explicitly stating our ESG targets ensure that, as a business, we continue to develop sustainably, with human rights, diversity, and inclusion at the heart of our growth.



## Promoting diversity within the supply chain

We recognize our responsibility to ensure that our supply chain reflects the diverse communities where we operate and the people with whom we work. With more than 8,600 supplier partners across the world, it’s incredibly important that we continue to track, measure, and increase our spend with a diverse supplier panel.

Having completed an investigation of NGOs and membership organizations that can expedite our progress in defining, categorizing, and increasing opportunities for small and diverse suppliers, we are now preparing to take the next step in our development.

WEConnect is a global NGO that works to identify, train and certify women-owned businesses in more than 125 countries. The organization connects companies to the WECommunity - a global database of women-owned businesses and resources that support diversity, equity, and inclusion efforts and teach best practices. Early in the next financial year, we will join this global network.





**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION

**As a business centered around the production of marketing materials, this goal is pivotal to our day-to-day operations. We believe we have a strict responsibility to make sure that these materials are as environmentally sustainable as possible.**

In a world increasingly threatened by climate change, we are ever conscious of the carbon footprint produced by our production and supply chain. We also want to ensure our clients understand the importance of ensuring these products are used and disposed of responsibly and educate them on how to do so.



# Our commitment and targets

We will ensure products are sourced and produced responsibly, while also helping our clients to look at more sustainable forms of consumption.



## Targets



Educate clients about the availability of alternative solutions to plastic and cellulosic fiber-based materials and increase the use of recycled content in production by 20% by 2025 (vs baseline of 2021).



Give all clients environmental impact calculations at quotation stage by 2025.



Eliminate single-use plastics in HH Global offices by 2025.

## Progress

We are developing a materials tool kit to showcase paper and plastic alternative materials, including paper with recycled content, to educate our clients, stakeholders, and key account management teams.

In 2022, our recycled content accounted for 23% of our production, with a majority of this coming from paper. This indicates a decrease from our 2021 baseline (24.9%).

In 2022, we expanded our proprietary carbon calculator material assessments to include ceramics, metals, fabrics, and glass. These were successfully trialled with key clients.

We developed environmental impact calculations of POS and marketing materials from key data sets. The first trial was successfully completed with input from regional sustainability directors and HH Global's analytics team, with roll-out confirmed for clients by end 2022.

We have completed office assessments for Leatherhead and Tokyo to reduce the use of single use plastics. We have since instigated assessments across another nine key sites: APAC: China, Hong Kong, Australia and Singapore; North America: Tampa (FL) and Cincinnati (OH); Latin America: Mexico City (MX) and Sao Paulo (Brazil); and in EMEA: London.

## 2022

Improvement area

On Track

Early Stage



# How we support Goal 12

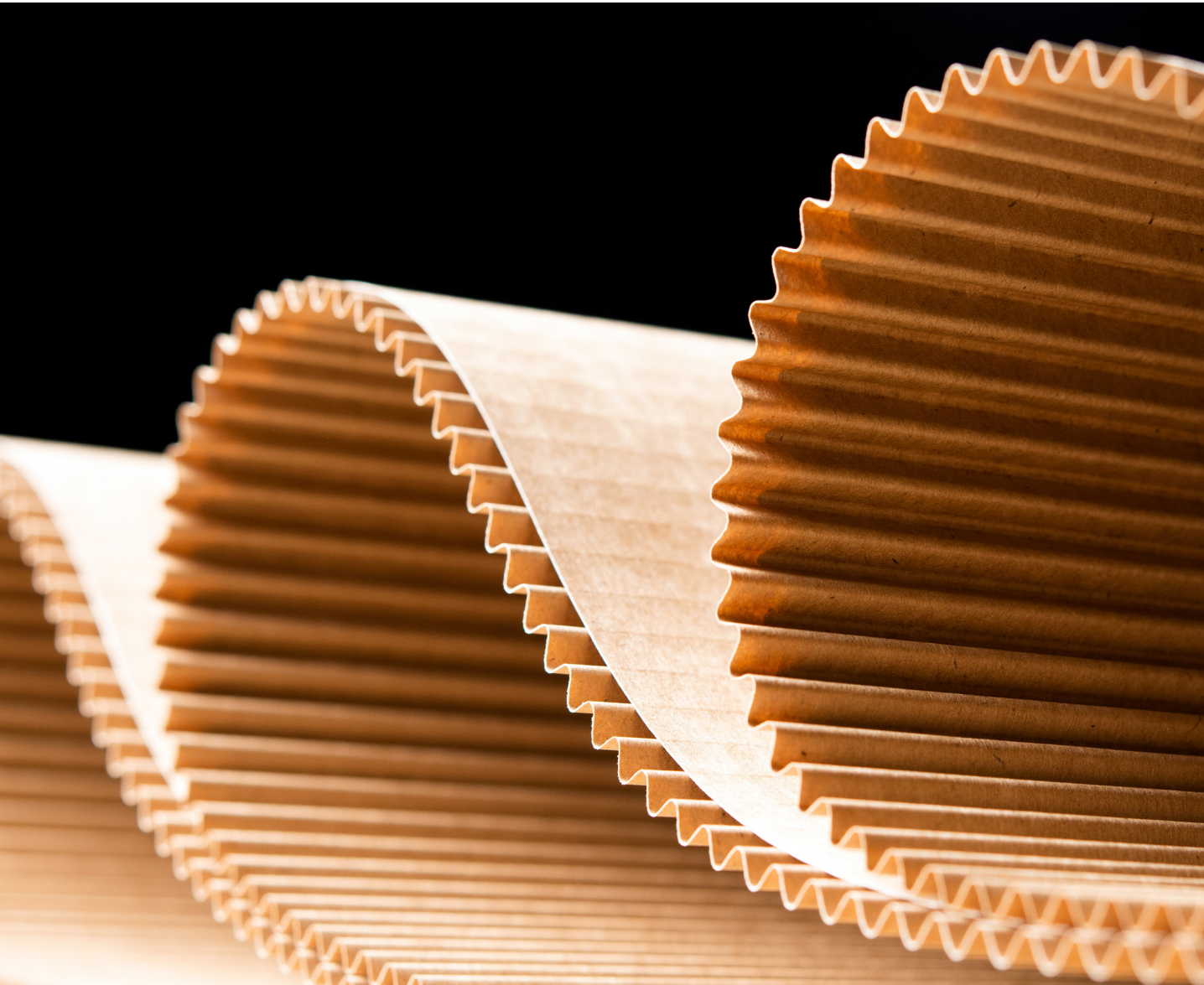
## Reducing carbon through the Bayer Principles Programme – update

Bayer and HH Global remain committed to our ongoing partnership which aims to reduce carbon by 1,170 tons and eliminate PVC in production by the end of 2022 in a cost-neutral or cost- positive way.

To date, we have agreed six joint ESG principles, set ambitious targets, and implemented a sustainability dashboard that enables Bayer to track progress and gain detailed insights. Bespoke sustainability toolkits have been created per market that suggest alternative materials for campaigns with the highest carbon impact, whilst performance and best-practice are shared with Bayer stakeholders in our monthly

communications program. The result has been a combined saving of 1,092 tCO2e, an impressive 93% of our global carbon target.

The principles are underpinned with transparent sustainability data and reporting using our environmental impact dashboard which helps users track how many metric tons of carbon are emitted when producing marketing materials. Available in 25 countries around the world, the dashboard is used to monitor progress against the targets that have been set.



“ **This is the largest and smartest dataset of its kind in the industry and there are big opportunities for us to scale up this tech in the future. We are changing how companies view their marketing spend and allowing them to gain visibility into what is happening in their supply chain using smart data insights. We plan to develop this further, with our roadmap including a predictive algorithm for scenario planning and assessments, as well as covering additional channels such as digital.** ”

-Mike Perez, Group CEO

### Improving sustainable campaign planning through Hub

Hub is our proprietary technology platform that now provides our clients with automated carbon emissions estimates at quotation stage. The premise of this platform is to leverage our CO2 calculator in conjunction with our CO2 dataset, which has been developed from the largest industry spend profile of +\$2.3 billion. This technology gives our wide-reaching network of marketers a holistic view of the environmental impact of their procurement spend at the pre-campaign planning stage, enabling deeper insights and smarter decision making for more sustainable campaigns. All client quotations generated through the platform now carry a carbon emission estimate, allowing comparisons to be made between different materials, channels, and price points. The first release supports common sustainable marketing procurement, with additional categories such as branded merchandise and premiums to follow. Digital channels are already at concept stage.

### Cambridge University’s Circular Economy and Sustainability Course

Sustainability is at the heart of our people, as well as our business. Proving that in a very personal way are three HH Global leaders who have enrolled in the University of Cambridge’s Circular Economy and Sustainability course.

With the course self-funded and tutorials managed in their own time, Will Spence (Country Manager, Hong Kong and Taiwan), Priyank Vashisht (Country Manager, India) and Mohit Coche (National Account Director, India) all have impressive 100% pass rates. Once they have completed their courses, they will be able to apply the skills and knowledge they have developed to making our business even more sustainable.



**13** CLIMATE ACTION

**As a global company, climate action is at the heart of our sustainability efforts. We are passionate about protecting not just the livelihood of our employees, but the world we all live in.**

**We take pride in our collective commitment to reducing our impact on the planet and working towards Net-Zero.**



# Our commitment and targets

HH Global will help keep global warming below 1.5°C by reducing its carbon footprint and moving to Net-Zero emissions.

13 CLIMATE ACTION



## Targets



100% renewable energy in operations by 2025.



50% reduction in emissions by 2030.



90% reduction in emissions from entire value chain by 2040.

## Progress

We are in the process of purchasing Renewable Energy Certificates for our offices in FY23. We have also been mapping and reporting electricity usage across all sites to keep monitoring our progress.

FY22 performance represented an overall increase in emissions produced. However, this is the result of acquisitions and an improvement in the data collection process.

Due to these improvements, our baseline year was updated to FY22, and we will be able to report on progress towards our target from next year onwards.

We have committed to cut emissions by 50% by 2030, and by 90% by 2040. The reductions apply equally across Scopes 1-3. They equate to 6.25% per year to 2030, then 4% per year to 2040 from a 2022 baseline.

To reach the targets, we have several actions in place to support our supply chains with emissions reductions.

## 2022

On Track

Early Stage

Early Stage



# Calculating HH Global’s carbon footprint

As a global provider of goods and services, indirect greenhouse gas emissions make up the majority of our carbon footprint. Considering both direct and indirect emissions, our total carbon emissions in this financial year were 991,405.14 tCO2e.

This figure is an increase in HH Global’s carbon emissions when compared to the previous year. During this time HH Global has acquired InnerWorkings, the operations of which are being reported for the first time. With the acquisition, HH Global’s facilities have increased in number from 39 to 84, resulting in a significant increase in emissions. Additionally, we have continued to improve our data collection process for emissions measurements, which now includes additional categories, including waste generated in operations, customer shipping and end-of-life treatment of sold products.



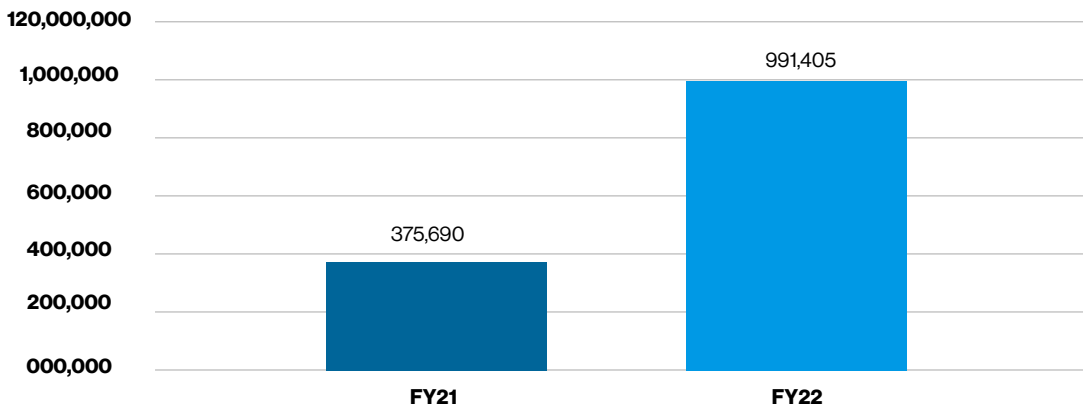
Given the recent acquisition, improvements in data collection and the subsequent increase in our carbon footprint, we have updated the base year for our targets to 2022. This means that we will be able to report on progress made towards achieving our emissions reduction targets from next year onwards.

## Our FY22 baseline footprint:

New for FY22

- Increased number of facilities, from 39-84
- Improved and more accurate data collection
- 3 additional GHG categories included

Emissions total – a comparison by year:



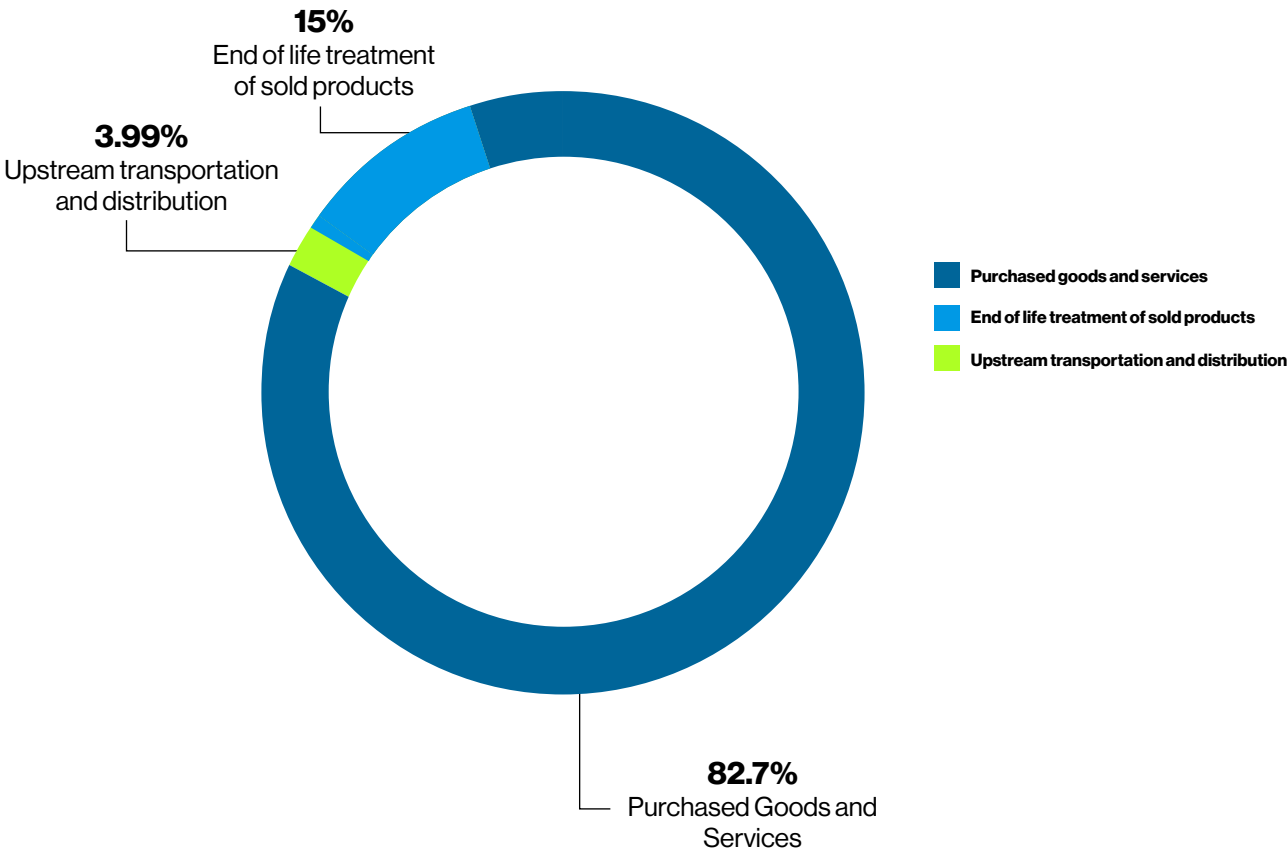
\*These emissions are representative of HH Global's operations from 1 April 2021 to 31 March 2022. The emission inventory includes all 84 global facilities and 29 spend only entities. An increase of 46 facilities and 28 spend entities from FY21 is due to recent acquisitions.

## Our emissions breakdown:

Indicator	Metric	2020/2021	2021/2022
Scope 1	tCO2e	0	195
Scope 2	tCO2e	226	2,863
Scope 3	tCO2e	375,464	988,347
Total CO2e emissions		375,690	991,405

Scope 3 emissions represent 99.7% of our total emissions, with the vast majority of these in our purchased goods and services. This is the equivalent of 820,768 tCO2e. Most of the emissions from purchased goods and services comes from the large volumes of paper and card products we buy. Other high-impact areas include end of life treatment of sold products and upstream transportation and distribution.

## Scope 3 Emissions breakdown





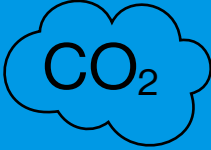
## Committing to our carbon emissions reduction plan

We are involved in several transformational projects that will support the reduction of carbon emissions across our operations and within our supply chain.

HH Global has committed to sourcing 100% of required electricity from certified renewable sources. Where this is not possible, and inline with our commitment, we will continue to purchase Renewable Energy Certificates (RECs) to meet this target. We also plan to work with a renewable energy project developer over the coming year to support us in selecting other high-quality RECs whenever moving an office's energy supply to renewables is not possible.

We are in a prime position to influence positive change within our supply chain. Our services support clients in reducing emissions associated with their purchasing by educating them about how sustainable their materials, products and suppliers are. We work closely with our suppliers and support them in the development of environmentally friendly and socially responsible products.

### We’ve produced a set of key milestones to achieve Net-Zero:



- **50% reduction by 2030\***
- **90% reduction by 2040\***
- **Ongoing investment in nature-based solutions**
- **10% neutralization by 2040**

\*Compared to FY22 baseline

Achieving Net-Zero will require a collective, concerted effort from our business and suppliers. HH Global's current carbon footprint is nearly 1m metric tons and 99.7% of this comes from the manufacture, distribution, and disposal of the goods we source on behalf of our clients. We are committed to working closely with our clients, suppliers and logistics partners to encourage them to switch to renewable energy and source environmentally friendly materials.

**Continual sustainability awareness training**

Everyone has a part to play in achieving this new Net-Zero target. Having ambitious, positive, well-informed conversations and a clear roadmap is critical. We must ensure that our sustainability objectives are fully embedded into our company culture, to make sure we play our part in protecting our planet for the future. Further training modules and communications will be rolled out this year to all staff to show how we can all contribute.

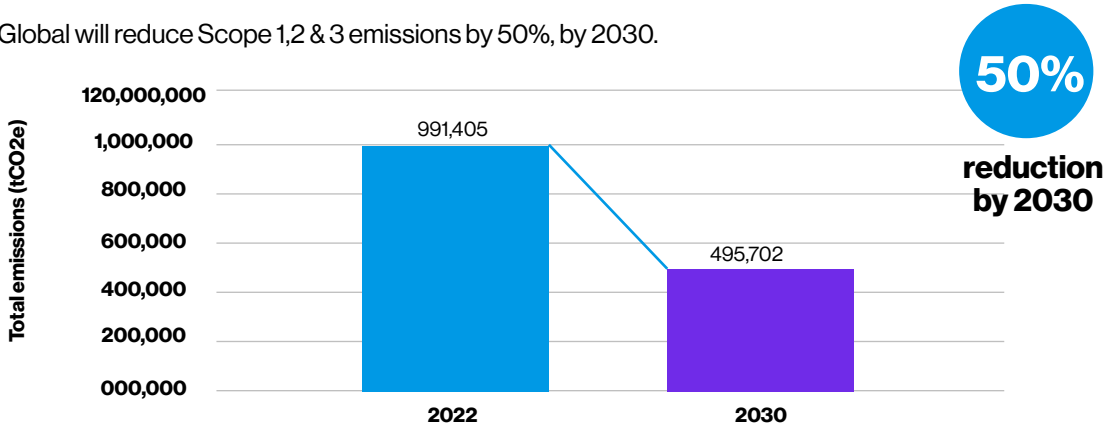
## Setting science-based targets for Net-Zero

In 2021, during COP26 in Glasgow, a new standard for Net-Zero was introduced by the Science-Based Targets initiative (SBTi). Prior to this there was no agreed standard. Many companies planned to achieve Net-Zero through 'carbon offsets', which are credits generated by projects reducing carbon emissions elsewhere. However, many existing carbon offsets are of inadequate quality and hard to verify, with some even increasing global emissions. The new Net-Zero standard allows less room for companies to cut corners. HH Global plans to lead by example.

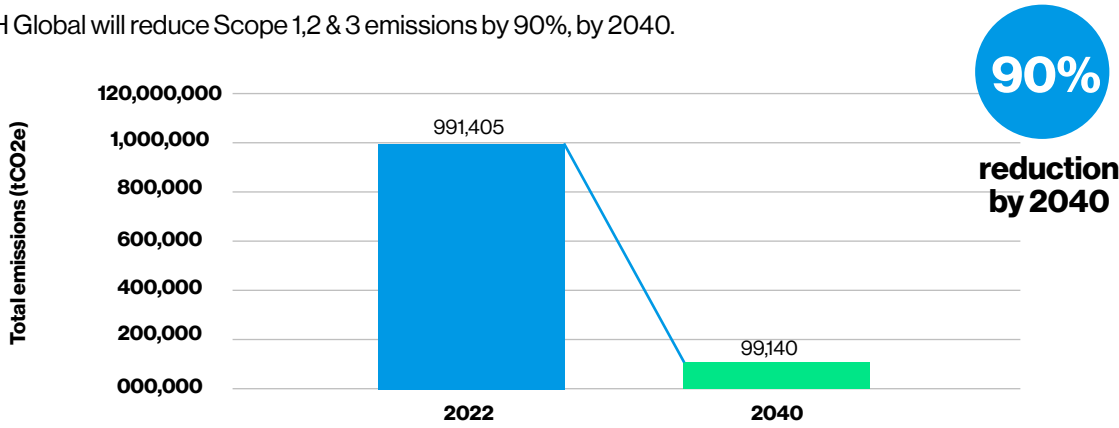
The standard set by SBTi, a collaboration between CDP, the United Nations Global Compact, World Resources Institute, and the Worldwide Fund for Nature, provides the guidelines for companies to set science-based targets. Following the introduction of this new standard, we have produced new and ambitious targets to achieve Net-Zero by 2040. These targets are aimed at reducing emissions from both our direct and indirect impact across our entire value chain. The new targets also support longer-term governmental ambitions which follow the same pathway.

### Targets:

- HH Global will reduce Scope 1,2 & 3 emissions by 50%, by 2030.



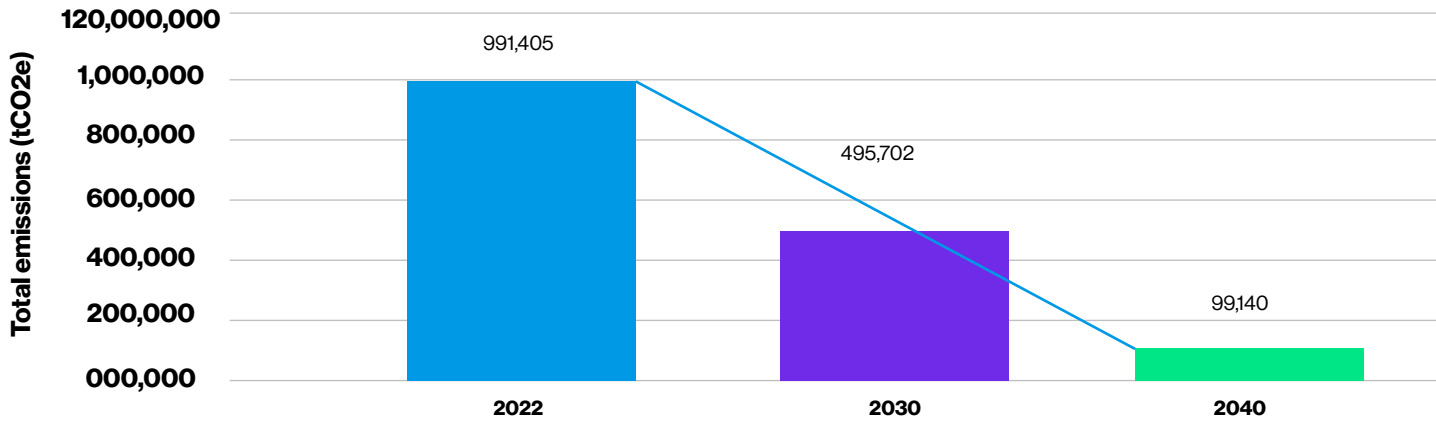
- HH Global will reduce Scope 1,2 & 3 emissions by 90%, by 2040.





Targets:

- Near-term and Net-Zero emissions reduction targets (tCO2e)



These targets are currently being reviewed by SBTi for validation. We have already begun the implementation of our Net-Zero plan, which is currently being deployed across the business and integrated into our operations. As a large percentage of our total emissions occur within our supply chain, we have ensured that our reduction efforts will acknowledge this and we will work with suppliers to encourage best practice, audit, and offer support and guidance to improve performance where required.

**Reducing  
our carbon  
footprint**  
and moving to  
Net-Zero emissions





# Task Force on Climate Related Disclosures (TCFD)

## Governance

● Compliant

Our Group Management Board oversees the implementation of HH Global's sustainability strategy and approves all related initiatives, programs and actions. Climate commitments and targets are governed by the Chief Sustainability Officer who is also a member of the Group Management Board and provides monthly updates to board members on progress against the set climate objectives to the board members.

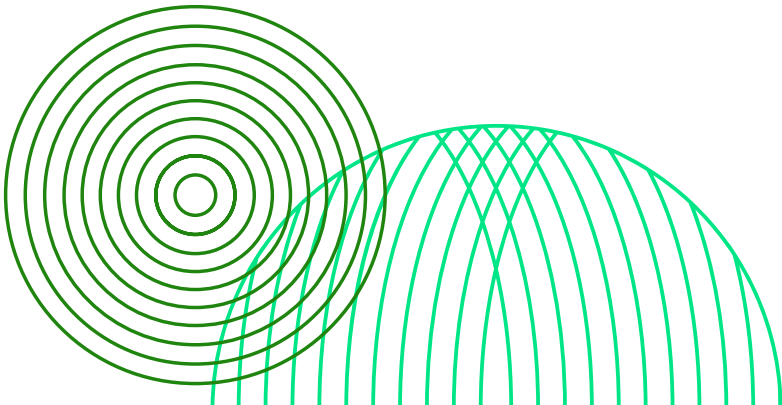
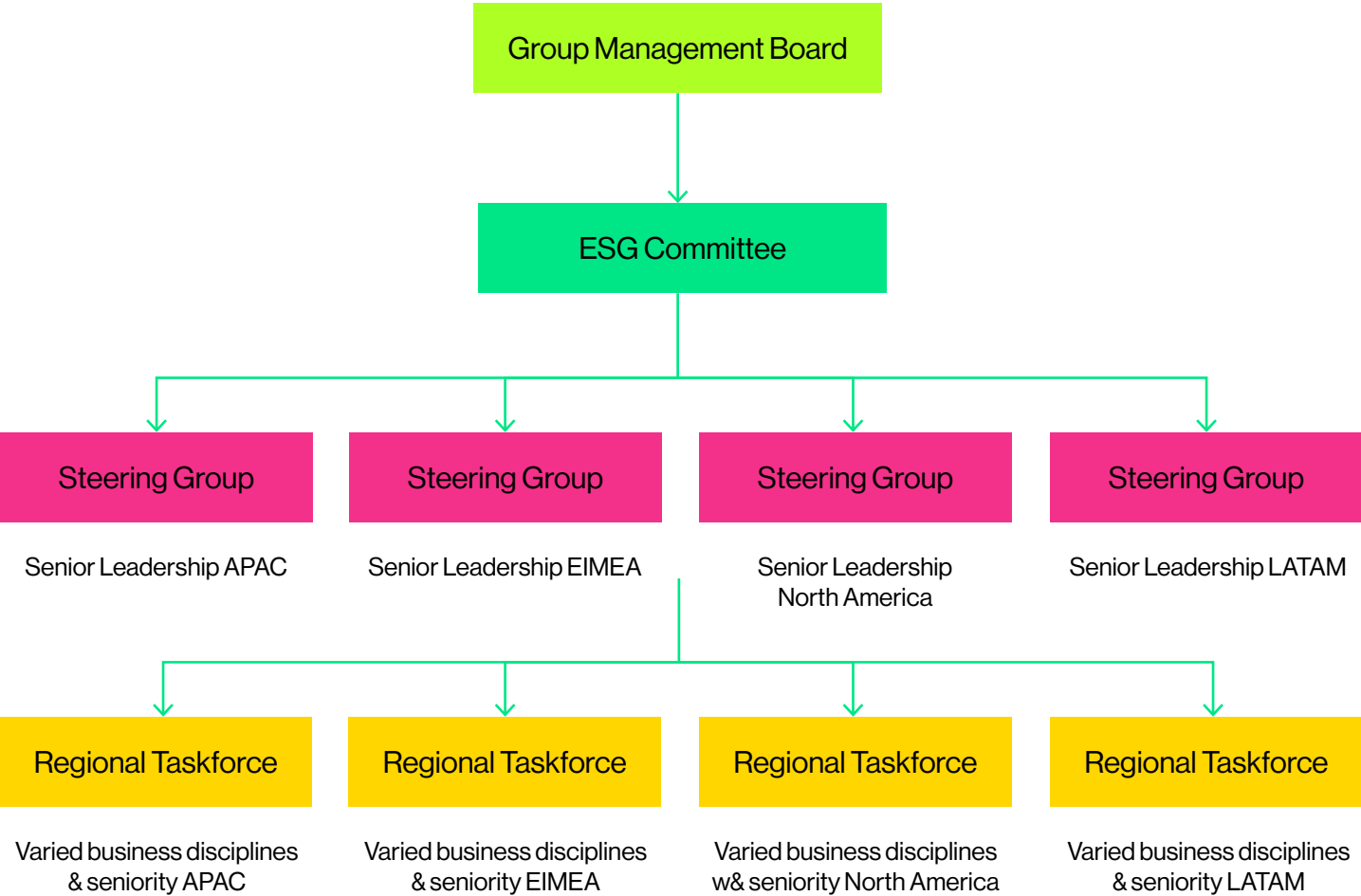
Climate matters and risk review form a set part of the board's agenda during their monthly meetings. This ensures that related risks and opportunities inform business strategy development, budgeting, acquisition and divestiture decisions. As an example, our Chief Sustainability Officer has been assigned a dedicated budget to drive client sustainability-related initiatives and collaborations. The achievement of sustainability targets is a key metric in evaluating the company's performance, which is why we have also integrated climate objectives into the compensation packages of our Chief Sustainability Officer, Sustainability, Sourcing and HR teams.

Under the Group Management Board sits our ESG Committee, comprising the Chief Sustainability Officer, Chief Finance Officer, Chief Procurement Officer, and Chief of Staff. The committee monitors progress against ESG objectives, including climate-related targets, oversees the adoption of sustainability policies and reviews key ESG risk issues. The group provides updates to the board each quarter, after their periodic meetings.

The ESG Committee also offers guidance to the four regional steering groups, which are tasked with coordinating action on ESG and climate-related matters and cascading it across the organisation. The groups develop, assess and monitor the strategies and initiatives that will enable the achievement of the company's sustainability objectives. They comprise cross-functional representation from the senior leadership team.

In support of the steering groups, four regional taskforces have also been created, with representatives from all levels and areas of the business. Their responsibilities include supporting the management of ESG issues by promoting and cascading best practices and generating initiatives at a local level that will support HH Global's sustainability strategy.

Governance chart





Risk management

We consider climate change a material risk to our business. That's why climate-related risks are embedded in our integral company-wide risk management processes. Our risk management framework classifies risks according to three timeframes: short term (0-1 years), medium term (1-2 years) and long term (2-5 years). Risks are prioritized based on their likelihood and impact, with risks likely to result in large, substantive financial or strategic impact gaining the highest priority. We define substantive financial or strategic impact as impact that could adversely affect the group's business or financial condition or disrupt, delay or inhibit the group's ability to deliver its strategic goals.

As per TCFD's recommendations we continuously monitor and assess the impact of acute and chronic physical climate-related risks as well as the impact of transitional risks such as policy, technology, market and reputational. Under policy risks, we account for current and emerging legislation to ensure we stay ahead of any regulatory requirements and minimize our costs of compliance. In addition, acute physical risks are considered at a strategic level (interruption due to an environmental issue) and an operational level as part of our business continuity plans.

Risk Committee

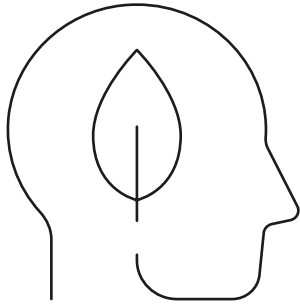


- Chief Sustainability Officer (CSO)
- Chief Procurement Officer (CPO)
- Chief Operations Officer, Americas (COO)
- General Counsel
- Americas (GC)
- Group Finance Controller (GFC)
- Representatives from:  
Internal Audit, HR, ISR, Quality and Client Leadership

In progress

Our Risk Committee is tasked with overseeing the identification and management of operational and climate-related risks. The committee comprises our Chief Sustainability Officer (CSO), Chief Procurement Officer (CPO), Chief Operations Officer, Americas (COO), General Counsel, Americas (GC), Group Finance Controller (GFC), as well as representatives from Internal Audit, HR, ISR, Quality, and Client Leadership. and meets bi-monthly. Our CSO provides regular updates and recommendations relating to the management of climate related risks to the CEO. The Risk Committee and the board are responsible for ensuring that necessary resources are allocated, and appropriate mitigation measures are put in place.

To identify the material climate-related risks, the CSO and sustainability team work with external consultants to align our processes with global best practices. Once identified, we add risks into the integral risk register, assign an owner from senior management and provide an estimate of financial cost to the business. Then we devise suitable mitigation strategies through collaboration between the external consultants, Risk Committee and Senior Management. Risks are prioritised according to their inherent and residual risk scores. We are currently developing a more robust risk management process that will enable us to expand our coverage of climate-related risks and integrate them further into our business strategy.



Strategy

As climate-related risks for our direct, downstream and upstream operations have been incorporated into our integral risk management system, they directly impact our business strategy development and financial planning. We recognize the urgent need to keep global warming within the 1.5°C limit and have aligned our carbon reduction strategy to the criteria outlined by the Science-Based Targets initiative. HH Global is devoting considerable resources towards achieving our carbon reduction goals and we are working diligently to further reduce the environmental impact of the products and services we provide.

Improvement area

Over the coming year, we will be undertaking climate scenario analyses to gain a more granular overview of the climate risks we are facing and develop more comprehensive strategies to respond to those risks and increase our operational resilience. We will evaluate the robustness of our business strategy against three climate scenarios to ensure that we have established suitable mitigation and adaption strategies for multiple different outcomes.

As part of that process, we shall be conducting a series of workshops involving our executives and a cross section of senior management team members to ensure we include a variety of voices and perspectives. This process will be concluded in time for our next annual financial report, where we'll provide a detailed overview of the identified risks and opportunities, their impact to our business and our chosen mitigation and adaption strategies.

Metrics and targets

HH Global collects and reports emissions data in accordance with the Greenhouse Gas Protocol. We calculate emissions using a combination of activity data and emissions factors aligned to the Department for Environment Food & Rural Affairs (DEFRA). Activity data for GHGs emissions sources include onsite fuel usage and natural gas usage, fuel by fleet vehicles, fugitive emissions (refrigerants), purchased electricity and business travel.

In progress

In 2022, we set science-based targets to reduce carbon emissions by 90% by 2050. The target covers the whole company's operations and facilities worldwide and are aimed at reducing emissions for Scopes 1, 2 and 3, with no exclusion of any category. For a full breakdown of all the metrics currently used for addressing the identified climate-related risks and opportunities, see sections 2.5 and 2.6 of this report. Once we have completed our climate scenario analyses, we will also consider defining additional metrics to ensure all material climate-related risks and opportunities are integrated into our strategy.



# How we support Other SDGs



## Digital Screen Media CO2 profiling

Scope 3 (or 'indirect') carbon emissions can be complex for brands to measure. This is especially the case for digital retail media, a channel which continues to grow yet faces a lack of consistency in standards or measurements associated with products and usage.

Collaborating with strategic partners and sustainability advisers, we are establishing a framework to consistently profile the sustainability credentials of proposed solutions to calculate the associated carbon emissions.

Using our proprietary digital calculator, users can calculate the carbon footprint of the number of small, medium or large digital signage displays that are present in store.

The calculator considers multiple aspects such as how displays are packaged for delivery, their weight, size and the number of screens in each store.

From a usage perspective, the hours the screens are turned on or on standby is also included with details as to whether renewable energy is used to power the displays. Using our end-to-end metrics, recycling and disposal practices are also factored in, giving our clients real visibility and understanding of the impact of their choices



## Partnering adidas' Run for the Oceans campaign

adidas, one of the world's leading sportswear brands, needed to radically streamline its marketing supply chain.

Through our embedded teams, we were able to custom create an online repository of all store assets, locations and inventory that gave adidas exceptional visibility across the process end to end while optimizing the supply chain and delivering significant cost savings.

Our partnership led to us working with adidas on the 'Run for the Oceans' campaign. The campaign, launched by adidas and Parley, was conceived to combat plastic pollution in the oceans. In total, and with HH Global's support, the brand committed to convert 20 million minutes of supporter running into recycling the equivalent of 2 million plastic bottles collected on the coasts.



The 'For The Oceans' challenge was launched by adidas and Parley to fight against plastic pollution in the oceans

**2m**  
Plastic bottles

**20m**  
Minutes of running



Grace and Green offer a 25% discount on home deliveries for staff, families, and friends



3 GOOD HEALTH AND WELL-BEING

# Supporting menopausal team members

Menopause Policy

Menopause has been an unspoken issue in the workplace for too long. We want to acknowledge it and talk about it. That's why we've introduced our Menopause Policy. Its purpose is to encourage people to talk about what they are experiencing and to ask for support if they need it. The policy also gives managers the knowledge and guidance they may need to help support their teams.

The policy emphasizes the adjustments we should be making for any team member experiencing menopausal symptoms. These include physical accommodations such as temperature control for workspaces, easy access to washroom facilities and access to quiet spaces, together with emotional support such as counselling services and flexible working options for those struggling with sleep or pain.

We want all our employees to feel respected and comfortable and aim for this policy to increase employee satisfaction and promote a more inclusive workplace for all.

Making period products sustainable

We've partnered with sanitary products supplier Grace and Green to provide period products in an environmentally responsible way.

We are trialing a range of Grace and Green's organic products in offices across the UK. The products are made from natural, organic ingredients sourced from sustainable locations and are packaged using recycled and renewable materials. Even the ink on the packaging is water or vegetable based. The items use 100% plastic-free certified organic cotton, grown without any pesticides, herbicides or GMO. They don't use rayon, chlorine bleach or fragrances either, so they're better for the environment *and* personal health.



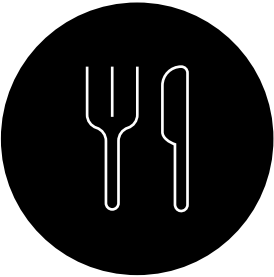
# Sending lockdown care package

When the pandemic locked Shanghai down, it was difficult for many employees to access the food they needed. HH Global organized two batches of care packages to be sent to every employee affected (44 in total). Within two weeks, each employee had received a care package filled with fresh fruits, vegetables and meat, along with a wide variety of non-perishables such as rice and noodles.



**We are facing the strictest lock down in Shanghai. Most of our employees have been in lockdown for more than one month without leaving their homes. We are struggling to get foods from various online apps.**

**The care package... catered well to our needs. Thank you so much Sylvia and Sunny from China HR. We know it's very challenging to arrange this during this special period.**



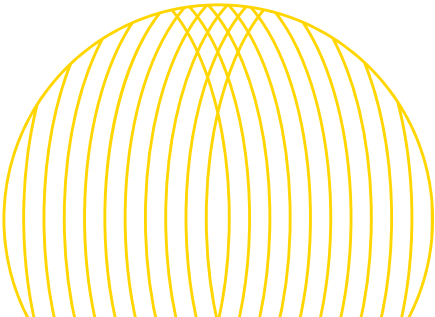




# Supporting our clients’ social community projects

**UK grocery retailer Iceland Foods is one of HH Global’s longest-standing clients. Like HH Global, Iceland Foods places huge importance on community and sponsored this year’s ‘Big Jubilee Lunch’ in celebration of the Queen’s Platinum Jubilee.**

The event, organized by Eden Project Communities, encourages communities to come together at street parties, something that, post-pandemic, has become more important than ever. HH Global has supported Iceland Foods in sourcing and funding promotional items for the event, including cardboard tiered cake stands and crowns, bunting, selfie frames and posters. In further support of this fantastic initiative, and in-line with World Environment Day 2022 which coincided with the Jubilee, we have also been donating ethically sourced 100% organic cotton t-shirts.



# Refreshing our brand and planting trees

HH Global is evolving. To show the world how, we needed to refresh our brand and identity. Through an in-depth collaborative process, that included client and employee focus groups and engagement with leadership, we refined our strategic direction and created a new bold and dynamic brand story, look, website and logo. You can view the results at [hhglobal.com](https://hhglobal.com).

To celebrate the refresh, HH Global is sponsoring the “Plant A Tree” program, emphasizing our vision to make marketing more sustainable.





# Spotlight on industry contributions



## HH Global featured in Deloitte's Goal 13 Impact Platform Report



Deloitte's Goal 13 Impact Platform Report features interviews with executive voices and key stakeholders in more than 250 organizations, examining how businesses are transitioning to Net-Zero.

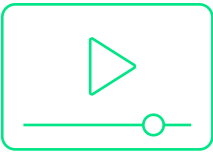
The result is a comprehensive summary of how cross-sector collaboration can be harnessed to create the most impactful climate change initiatives in sectors ranging from finance to procurement. The Goal 13 Impact Platform Report was used throughout the COP26 summit to inform and empower crucial conversations around businesses' climate journeys, examining what it takes to make climate programs successful. We are thrilled to have featured alongside many of our clients, with the report further emphasizing HH Global's role as a market leader.

Read the full report **here**. (HH Global is mentioned on pages 29, 179 and 183).

Read the summary report **here**.



## SDG Webinar sponsorship with UN Global Compact



Since adopting the SDGs as a blueprint for driving business growth in 2016, HH Global's commitment to supporting the UN Global Compact continues to strengthen. As part of our continued engagement with the Global Compact Network, we have recently sponsored a series of five webinars, focusing on setting SDG benchmarks for business transformation.

The webinars featured industry leaders exploring how their organizations have incorporated SDGs into their growth strategies, how they have turned the goals into measurable targets and actions and how they have overcome implementation challenges.





## World Sustainability Awards – Finalist 2022

HH Global once again featured in the World Sustainability Awards, which celebrate excellence in social and corporate sustainability progress and impact. This Bayer Principles Programme was nominated as a finalist in the “External Partnership Award” category. The honor recognizes the work done collaboratively between Bayer and HH Global, as mentioned at Section 2.5.

A rigorous judging process was overseen by an independent panel of global sustainability experts, including Chief Sustainability Officers from companies such as Colgate Palmolive, PepsiCo and Anheuser-Busch InBev. Awards judge Trudy Slagle, Senior Executive Environmental Social Governance Administration at Lamb Weston commented: *‘The entries I have reviewed exemplify what it means to be committed to sustainability. While aspirational goals are great, and necessary, it’s inspiring to learn about the real work occurring across these categories, delivering results on issues that matter most.’*

The World Sustainability Award Winners will be announced in Munich in October 2022.

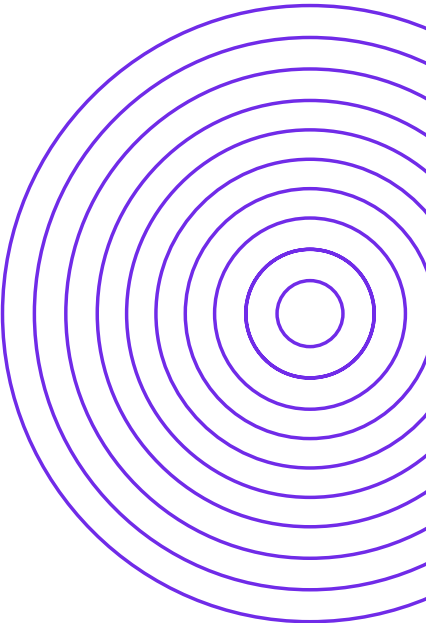
# GANNETT

## Sustainability consultancy in action

In 2021, global media company Gannett engaged HH Global to develop a sustainability and ESG strategy that would support its first sustainability report. The scope included workshops to establish the ESG roadmap, development and creative for the report and dedicated ongoing support.

In the first phase of the process, Gannett took part in a 3-hour workshop to identify which of the 17 SDGs they could contribute to most effectively. Phase two saw them highlight the work done towards each goal and establish a reporting framework complete with tone and structure. HH Global's creative studio then executed the copywriting, editing and creative ideation. In phase three, ongoing consultancy and tailored support is helping Gannett to track progress against its ESG targets.

**We are proud  
to support  
and facilitate  
our partners’  
and clients’  
journeys.**





# Towards targets

## 2022 Progress summary

**Sustainability is a journey, not a destination.**

HH Global believes in sharing its journey openly and honestly. Every year we will publish a report with details of plans, commitments, initiatives, and progress against targets.

The following offers an overview of HH Global’s progress on company commitments and material ESG issues:



### THE GLOBAL GOALS

For Sustainable Development

Decent work + Economic growth

HH Global employees will be paid a living wage.  
100% of tier 1 (direct) suppliers\* will be required to confirm a living wage policy by 2025.

On Track

100% of tier 1 (direct) suppliers\* to align with HH Global's clearly defined environmental and social standards or have appropriate corrective action plans in place by 2025.

On Track

100% of tier 1 (direct) suppliers\* to receive information and guidance on the Sustainable Development Goals with 30% demonstrating their support by 2025.

On Track

Reduced inequalities

HH Global Leadership\*\* to have 30% representation based on gender, race + ethnicity, and age + generation by 2025.

On Track

15% of HH Global annual spend will be placed with small + diverse business suppliers by 2025.

Early Stage

All people development and training programs to include DE+I principles and be completed by 100% of employees by 2025.

On Track

Responsible consumption + Production

Educate clients about the availability of alternative solutions to plastic and cellulosic fiber-based materials, and increase the use of recycled content in production by 20% by 2025 (vs baseline of 2021).

Improvement area

Give all clients environmental impact calculations at quotation stage by 2025.

On Track

Eliminate single-use plastics in HH Global offices by 2025.

Early Stage

Climate action

100% renewable energy in operations by 2025.

Early Stage

50% reduction in emissions by 2030.

On Track

90% reduction in emissions from entire value chain by 2040.

Early Stage

\*Suppliers that make up 95% of HH Global spend.  
\*\*Group Management Board and Regional Leadership Teams.  
\*\*\* Per \$1m of revenue



# GRI standard disclosures

## Reporting standards

This report was prepared in alignment with selected standards from the Global Reporting Initiative (GRI) standards and best practice for disclosure against the UN Sustainable Development Goals (SDGs).

GRI Standard	Disclosure	Page Number
102-1	Name of the organization	1
54-456	Activities, brands, procedures, and services	12
102-4	Location of operations	10 to 11
102-6	Markets served	10 to 11
102-7	Scale of the organization	10 to 11
102-12	External initiatives	16-17
102-13	Membership of associations	16 -17
102-14	Statement from senior decision-maker	6 to 9
102-15	Key impacts, risks, and opportunities	20-57
102-16	Values, principles, standards, and norms or behavior	14-15
102-18	Governance structure	53-54
102-19	Delegating authority	53-54
102-20	Executive-level responsibility for economic, environmental and social topics	53-54
102-26	Role of highest governance body in setting purpose, values, and strategy	53-54
102-29	Identifying and managing economic, environmental, and social impacts	54-56
102-30	Effectiveness of risk management processes	54-56
102-31	Review of economic, environmental, and social topics	53-56
102-50	Reporting period	1
102-53	Contact point for questions regarding the report	71
102-55	GRI content index	71
305-1	Direct (Scope 1) GHG emissions	49
305-2	Energy indirect (Scope 2) GHG emissions	49
305-3	Other indirect (Scope 3) GHG emissions	49
305-5	Reduction of GHG emissions Reduction of GHG emissions	50-52



**Contact us**  
For further details on this report contact us:  
HH Global website: **hhglobal.com**  
Email: **sustainability@hhglobal.com**