



SUSTAINABILITY REPORT

2022

Produced by

EMMA POMEROY, Chief Sustainability Officer



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CHAIRMAN'S MESSAGE



ALEC PETTIGREW
Chairman ASL Global

Welcome to ASL Global's latest Sustainability Report. Throughout the past 12 months we have made significant progress in our efforts to become a more sustainable business and remained 100% focused on the three simple goals of the One World initiative – to reduce our environmental impact, to inspire our partners to do the same, and to help our local communities flourish.

Indeed, that is what sits at the heart of the One World initiative – an aspiration to improve the lives of people living in the local communities that our business touches. Whether that is by creating more environmentally sustainable marketing materials, supporting community enterprises, or the encouragement of diversity and inclusion, both within our own business and through the wider supply chain, we have a valuable opportunity to build a vibrant, sustainable business which is a force for good in the world.

We've succeeded in creating a genuine CSR culture which runs through ASL Global – everyone understands what Sustainability really means, and what they can do to make a positive difference. Over the course of 2021 we have developed a set of progressive, strategic ESG targets, which I believe sets ASL apart as a business taking the lead with a real commitment to sustainable marketing execution. I hope you enjoy reading our latest Sustainability Report – everyone at ASL Global is very proud of what we have achieved so far and we remain passionate about the journey ahead.



INTRODUCTION



EMMA POMEROY
Chief Sustainability Officer

As a global marketing services business, we believe that ASL Global has the perfect opportunity to help our clients achieve their own sustainability objectives through the complex, diverse and sometimes high-risk supply chains we manage on their behalf. We also recognise our obligation to make the marketing materials we create as sustainable as they can possibly be, and to support the communities which our sourcing activities affect.

Despite Covid's best efforts to disrupt our plans, I'm proud to report that we made strong progress towards our sustainability targets in 2021-22. Here are the highlights:

- **Reduced our carbon emissions by 42%**
- **Became a carbon neutral business**
- **Launched a live product lifecycle calculator, recording CO₂e emissions & water consumption**
- **Developed a new suite of ESG reporting metrics for our clients**
- **Our emissions reduction target was verified by the Science Based Targets initiative**
- **Supported dozens of community projects benefitting small businesses & families in our communities**

Uniquely in our industry, not only are the majority of our shareholders female, but ASL is also predominantly led by female employees (67%). In 2022, ASL stands alone in the marketing services sector as a women-owned, women-led business - something I'm personally very proud of, having worked in this male-dominated industry for almost 30 years.

Our comprehensive ESG framework will drive ASL Global's activity for the next three years as we focus on attaining a net zero position by 2025. Of course, this is a huge challenge, but it's exciting to have the roadmap in place, with the whole business energised and 100% focused on delivering the goals we have set ourselves.



ABOUT THIS REPORT



Since launching the One World strategy in 2020, we have been working towards a set of firm ESG targets built around the priority issues of social significance and environmental impact that relate most closely to ASL Global's operations. We remain committed to maintaining the highest standards of ethics and integrity in the way we conduct our business, and believe that it is important to regularly reiterate these commitments, and the progress we have made towards them, in a transparent and open way.

This report is a summary of our initiatives and achievements for the year 2021. It informs all of our stakeholders about ASL's corporate social responsibility activities and the progress made towards our targets. The report is informed by the Global Reporting Initiative Standards, the United Nations Global Compact and ISO26000.

All the information included in this report concerns the reporting period between January 2021 and December 2021. For more information please contact our ESG & Sustainability team at one.world@aslglobal.com



ABOUT ASL GLOBAL

Shared Passion, Integrity and a Disruptive Mindset

ASL Global is a leading global marketing services business. We deliver innovative, disruptive marketing activations with passion, expertise and integrity. With a global network of over 1500 suppliers, we source a wide range of marketing materials in the key categories of Print, Point of Sale and Promotional Merchandise.

Our teams in 50+ countries across six continents combine local knowledge with sector expertise to develop compelling, responsible marketing communications materials to worldwide audiences on behalf of the worlds biggest consumer brands.



ASL Global
Office Network

LEADER	EXPERTISE	GLOBAL	INNOVATION
 <p>Leading global marketing services business</p>	 <p>30+ years experience with global brands</p>	 <p>Teams in 50+ countries across 6 continents</p>	 <p>Fresh thinking to delight consumers</p>

With a clear focus on circularity, our expert teams drive value through the proactive management of sustainable marketing supply chains in 200+ markets worldwide.

ONE WORLD STRATEGY

ASL Global is committed to conducting our business in a responsible & sustainable way at all times. Acting with passion and integrity, our people work with customers, suppliers and other stakeholders to make a positive contribution to social responsibility and environmental sustainability in communities around the world. We are committed to making a difference and being a good global citizen.

OUR COMMITMENTS



REDUCE OUR IMPACT



INSPIRE OUR PARTNERS



HELP COMMUNITIES FLOURISH

OUR STAKEHOLDERS



OUR PEOPLE

Our people are ASL’s most important asset. As individuals, we are committed to taking action which has a positive impact on the environment and the communities in which we live, both inside and outside of our working environment.



OUR BUSINESS

With 52 offices in 50 countries around the world, we have a clear set of sustainability goals designed to reduce ASL’s direct environmental impact, help us to become a more sustainable business and to promote social responsibility in local communities.



OUR CUSTOMERS

As a service business, ASL is perfectly placed to work with our customers to reduce their environmental impact through continual product & process innovation. Our Innovations Team proactively works to develop best-practice sustainable alternatives for marketing materials & activations.



OUR SUPPLIERS

ASL is striving to become a more sustainable business and we expect our suppliers to do the same. Our suppliers form an integral part of our operation and we work hard to develop a more sustainable, socially responsible supply chain. We leverage spend and help suppliers set out their own roadmaps to sustainability.

SUSTAINABLE DEVELOPMENT GOALS

We support all 17 SDG's but we prioritize the following because of their relevance to our operations



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

<p>3 GOOD HEALTH AND WELL-BEING</p> 	<p><i>Ensure healthy lives and promote well-being for all at all ages</i></p>	<p>5 GENDER EQUALITY</p> 	<p><i>Achieve gender equality and empower all women and girls</i></p>
<p>8 DECENT WORK AND ECONOMIC GROWTH</p> 	<p><i>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</i></p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p><i>Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</i></p>
<p>10 REDUCED INEQUALITIES</p> 	<p><i>Reduce inequality within and among countries</i></p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p><i>Ensure sustainable consumption and production patterns</i></p>
<p>13 CLIMATE ACTION</p> 	<p><i>Take urgent action to combat climate change and its impacts</i></p>	<p>14 LIFE BELOW WATER</p> 	<p><i>Conserve and sustainably use the oceans, sea and marine resources for sustainable development</i></p>
<p>15 LIFE ON LAND</p> 	<p><i>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</i></p>	<p>17 PARTNERSHIPS FOR THE GOALS</p> 	<p><i>Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development</i></p>

Aligned with the United Nations Global Compact Sustainable Development Goals, we work with customers & suppliers on opportunities for shared value in the key areas of Enterprise Development, Sustainable Supply, Healthy Sustainable Living & Product Innovation.

OUR TARGETS

Environmental Targets

 <p>REDUCE OUR IMPACT</p>	<p>1. Reduce Waste & Emissions</p>	<p>2. Reduce Energy & Water Consumption</p>
 <p>INSPIRE OUR PARTNERS</p>	<p>3. Facilitate Product Sustainability & Innovation</p>	<p>4. Grow our Sustainable Supply Chain</p>



Social Targets

 <p>HELP COMMUNITIES FLOURISH</p>	<p>5. Be a Responsible Employer</p>	<p>6. Be an Ethical Customer</p>
	<p>7. Encourage Employee Personal Development</p>	<p>8. Encourage Global & Local Communities Support</p>



PROGRESS IN 2021

REDUCE OUR IMPACT

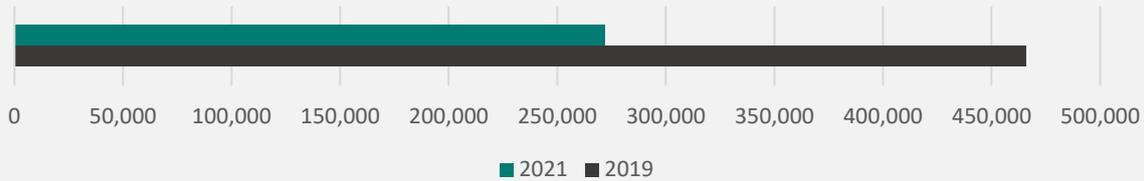
During 2021 the processes in place to monitor our paper & energy consumption recorded significant reductions from the 2019 baseline, including:

- **33% reduction** in energy consumption in our main offices
- **34% reduction** in paper consumption across the business

Additionally, we continued to reduce air travel, achieving a **95% reduction** against 2019 levels.

2019	2020	2021
1,300,000 miles	158,000 miles	55,000 miles

*In 2021 ASL's total emissions for the year were **272,092 KgCO2e**
A total reduction of **42%** compared to the same period in 2019*



In the 'real world' these CO2e savings are equivalent to:



The yearly footprint of **39 average global citizens**



850,937 km driven by car



The yearly CO2 capture of **21,903 trees**



The production of **16,407 pairs** of running shoes

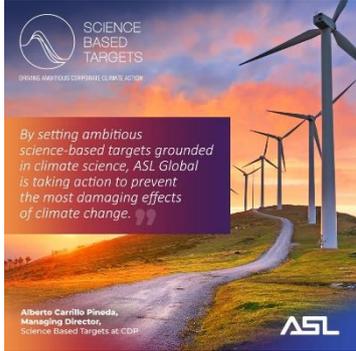
These emissions data are independently calculated & verified by ClimatePartner

<p>100% of employees received sustainability training</p>	<p>Voluntarily reporting to Carbon Disclosure Protocol</p>	<p>Climate reduction targets approved by the Science Based Targets initiative</p>
<p>Successful completion of Sedex Members Ethical Trade Audit (SMETA)</p>	<p>Carbon Neutral Business status achieved</p>	<p>Emissions data independently calculated & verified</p>

PROGRESS IN 2021

REDUCE OUR IMPACT

1. REDUCE WASTE & EMISSIONS



In 2021 our Carbon Disclosure Protocol score improved to a **C+** and we are proud to report that ASL’s **carbon reduction targets** have been verified and approved by the Science Based Targets initiative.

For our 2021 emissions, we are using an accredited carbon offsetting programme in order to support three specific social and environmental initiatives related directly to the ten UN Global Compact **Sustainable Development Goals** that we have identified as most closely aligned with ASL Global’s operations.

2. REDUCE ENERGY & WATER CONSUMPTION

ASL Global is committed to our journey towards Net Zero. Along the way, we are proudly supporting three specific community initiatives which are closely aligned with ASL’s business activities across the world. Working with Climate Partner, we are proud to support these projects which together offset ASL’s total carbon emissions for 2021.



Project 1. Re-Forestation in China

Through afforestation, this project reduces greenhouse gases in the Chinese province of Guizhou, capturing over **134,000 tonnes** of carbon each year. [READ MORE](#)



Project 2. Clean Wind Energy in Brazil

This project creates clean wind energy which delivers social benefits to local communities through **14 wind power plants** in the northeast of Brazil [READ MORE](#)

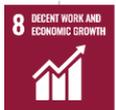


Project 3. Plastic Bank Clean Oceans Initiative

In Haiti, Indonesia, Brazil and the Philippines, people collect plastic waste. At local collection points, they can exchange it for money, food, drinking water or even school fees, helping to **prevent plastic waste** from polluting oceans worldwide. [READ MORE](#)

Projects certified by ClimatePartner

Of course, we continue to work hard to reduce our direct emissions, but these carbon offset projects are an important component of supporting our journey towards Net Zero.

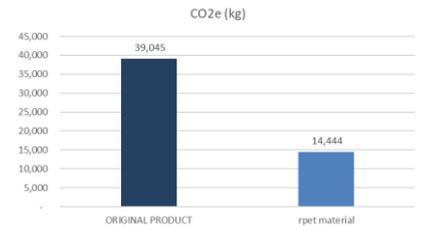


PROGRESS IN 2021

INSPIRE OUR PARTNERS

3. FACILITATE PRODUCT SUSTAINABILITY & INNOVATION

During 2021 we worked in collaboration with clients & suppliers to create marketing materials which have a **positive impact**, both on consumers and the environment. We've helped clients move away from plastic packaging and use innovative new materials like **mushroom leather & sorghum flour**. Our new product lifecycle calculator measures the CO2e and water impact of each product, offering alternatives to create more **sustainable marketing materials**.



4. GROW OUR SUSTAINABLE SUPPLY CHAIN

Last year we also implemented a new **supplier sustainability assessment** initiative, closely aligned to our clients' ESG criteria such as supporting women-owned business through the value chain. This proactive programme assesses supplier performance in the three key areas of **environmental, social and economic sustainability**.

This programme helps to support our suppliers' own sustainability journeys and **builds capacity** to enhance environmental and social practices. It also creates a huge opportunity to showcase and support **fledgling community enterprises**.



Progress made this year:

<p>Customer Sustainability Workshops held</p> 	<p>Sustainable Supply Chain Assessment implemented</p> 
<p>Product Sustainability Calculator enhanced</p> 	<p>100+ tailored sustainability solutions developed for clients</p> 
<p>53% reduction in plastic packaging</p> 	<p>Supporting MARS responsible sourcing programme</p> 

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PROGRESS IN 2021

HELP COMMUNITIES FLOURISH

5. BE A RESPONSIBLE EMPLOYER



We are committed to being a responsible employer and an ethical customer. In 2021 we implemented a new company-wide **colleague survey**, in order to hear about our employees' opinions and **gather ideas** for how we can improve the lives of everyone working in our business.

ASL Global is now proudly registered as a **women-owned business** with We Connect International, a global network connecting women-owned businesses to qualified buyers around the world.

6. BE AN ETHICAL CUSTOMER

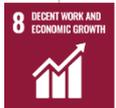
In 2021, ASL successfully completed the Sedex Members Ethical Trade Audit (SMETA). SMETA is the most widely used **social audit** in the world, enabling businesses to assess their sites and suppliers to understand working conditions in their supply chain.

Our global **samples recycling initiative** is now fully implemented with over 3 tonnes of samples being recycled or re-purposed in the past 12 months.

Our Finance team now offers suppliers shortened payment terms in order to help improve their **cashflow position** in these difficult economic times.

Progress made this year:

<p>3 tonnes of samples recycled or re-purposed</p>		<p>Shorter payment terms improving supplier cashflow position</p>	
<p>Supporting Women-Owned businesses through We Connect International</p>	<p>CONNECTING WOMEN WITH OPPORTUNITIES</p>	<p>Successful SMETA social audit</p>	
<p>Staff Feedback Survey encouraging ideas & opinions</p>	<p>Hello there</p> <p>At ASL Global, everyone matters. As part of the One World initiative, we are committed to being a responsible employer, encouraging our employees' personal & professional development and working in collaboration with all of our stakeholders, including you!</p> <p>We want to hear about your experience as part of the ASL family, and your ideas for how we can improve, both as a business and as individuals.</p>	<p>Supporting L'Oréal's Solidarity Sourcing initiative</p>	



PROGRESS IN 2021

HELP COMMUNITIES FLOURISH

7. ENCOURAGE EMPLOYEE PERSONAL DEVELOPMENT



ASL strives to be the employer of choice in our industry so we're very proud to report that **81%** of ASL staff see their role as more than a job, and **95%** have a positive relationship with their colleagues.

In 2021, our **Intern programme expanded** into ten countries, offering talented young people from the UK to Malaysia the opportunity to learn & grow.

In December 2021, a new **Learning Hub** was launched for all staff to access a wide range of tools & information designed to support & encourage career development.

8. ENCOURAGE GLOBAL & LOCAL COMMUNITIES SUPPORT

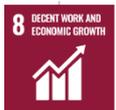


In 2021 the business supported **over 100 voluntary days** taken by ASL colleagues, helping them to step out into their communities to make a positive contribution.

Community projects such as food bank drives, litter picking, tree planting and school materials collections were undertaken in **over 20 countries worldwide** during 2021.

Progress made this year:

<p>Food Bank drives donating over 250kg of food</p>		<p>Intern programme expanded to 10 countries</p>	
<p>Registered as a women-Owned business with We Connect International</p>		<p>100+ volunteering days taken in 2021</p>	
<p>Learning Hub launched for all staff</p>		<p>+500kg plastic collected in the Big Ocean Clean Up initiative</p>	



WORKING TOGETHER

HELPING HEINEKEN REALISE THEIR SUSTAINABILITY AMBITIONS



We source and deliver millions of premiums, textiles and bar support items for Heineken across the Americas, Europe and Asia Pacific. Heineken has serious 2030 sustainability targets to and we're proud to be working in collaboration to help achieve those targets through a complex global value chain involving over 200 suppliers worldwide.

To date, **53% of polybags** have been eliminated from Heineken's supply chain worldwide.

Alternatives like kraft paper, rPET string & paper sleeves are used instead, saving **19 tonnes** of plastic from landfill & **8 million litres** of water.



We're replacing **harmful materials** like metal, virgin cotton, plastic & polyester with more sustainable options like Wood, paper, recycled cotton, cork, FSC paper

Delivering up to 88% reduction in CO₂e per order.



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WORKING TOGETHER

ASL'S BIG OCEAN CLEAN-UP 2021

In Summer 2021, ASL teams from 12+ countries worldwide took time out of their busy working days to help clean up their local beaches & waterways and encourage community involvement in environmental initiatives.

To celebrate World Oceans Day in June 2021, ASL teams collected over 500kg of rubbish from beaches, rivers, lakes and other waterways in their local communities. It was a great initiative and plans for the Big Ocean Clean-up for 2022 are well underway!



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WORKING TOGETHER

PROVIDING PRACTICAL SUPPORT TO REFUGEES

ASL supports a range of proactive initiatives which encourage gender equality, ethnic diversity and inclusivity of under-represented groups. Sometimes these are aligned with international organisations such as the Ocean Clean-up or Save The Children, but often we focus on smaller, local initiatives which also do great work.

In Madrid, Spain. Local charity, [Fundación Madrina](#) helps vulnerable women & children from all backgrounds, offering practical support and protection from violence, abuse or social inequality. The charity works across Spain to help these families, many of whom are refugees facing a variety of social, economic and educational challenges.



ASL's Director in Madrid, Sandra Desentis, regularly takes time out from her working week to support the Banco Del Bebe project.

Sandra explains the initiative *"Each week, the Banco Del Bebe sets up outside a local church in Madrid. The charity boxes up donations of tinned food, fresh vegetables & fruit, bread, baby food & diapers etc., and we all help to distribute these items to families in need. These women come from countries such as Ecuador, Bolivia, Dominican Republic, Nigeria and Morocco. They are all struggling to make a new life for themselves here in Spain, and we're happy to welcome them and offer practical support to them and their families"*.



WORKING TOGETHER

LOCAL SCHOOL SUPPORT IN SOUTH AFRICA

As part of ASL Global's One World initiative, our teams aim to contribute back into their communities across the world. Over the festive period every year, ASL's team in South Africa executes the high profile 'Lucky Packet' programme, delivering gift packs into hundreds of Spurs Steak Ranch & Panarotti Pizza outlets across the region.



Following this year's activation, the team found themselves with several hundred spare packets getting close to their expiration date. Rather than send these to waste landfill sites, the ASL team swung into action and swiftly organised a charitable distribution to a nearby school.

The school is in a township area called Inanda, with over 800 students between the ages of 5-13. This local community faces many daily struggles, so it was wonderful to see how happy the children were when they received the gift packs.



ASL's South Africa Country Manager, Kirsten Port, spoke about the initiative *"It was amazing to see how happy the children were to receive their lucky packets! It's so rewarding to see the joy on the kids' faces. We forget how small things can make such a impact on someone's life and how a simple gesture can go so far. With just a little effort and forethought, we've avoided adding to the landfill waste problem and helped create some happiness within our local community"*



WORKING TOGETHER

INDUSTRY PARTNERSHIPS

Collaboration is key to achieving sustainable development. ASL Global is actively involved in many of the world's leading sustainability initiatives. During 2021 we expanded our partnerships with external stakeholders to help enhance and improve our sustainability offering. We attained the SMETA five pillar accreditation, registered as a WeConnect International supplier, and had our carbon reduction targets approved & verified by the Science Based Targets initiative.



ASL proudly stands alongside over 1000 businesses worldwide who have set a clear path to reduce emissions in line with the Paris Agreement goals. ASL's carbon reduction goals have been verified & approved by SBTi



ASL is a long-standing membership of Sedex. In 2021, ASL underwent a SMETA 4 Pillar audit with outstanding results, reflecting our commitment to social responsibility through the value chain.



ASL is registered as a supplier with **WEConnect International**, a global network connecting women-owned businesses to qualified buyers around the world.



Since 2017, ASL Global has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.



Since 2016, ASL has been EcoVadis Gold Rated, with a program of continuous improvement. We're in the top 1%, reflecting our leadership position as a global marketing services & supply chain management business.



ASL submitted its first CDP evaluation in 2020, to help capture to help capture, report & understand our environmental impact. In 2021 ASL's score improved to C+ and the programme informs our ongoing supplier evaluation programme.



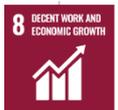
We have joined forces with L'Oréal on their proactive Solidarity Sourcing programme. This proactive initiative helps promote sustainable, inclusive growth and advocates responsibility & inclusion all along the value chain.



Working collaboratively with EcoVadis and many of our Beauty clients, ASL is actively involved in this initiative which aims to improve sustainability throughout the entire beauty supply chain.



The Global Reporting Initiative is an independent international organisation providing guidelines for sustainability reporting. We use their indicators table to capture our sustainability activities and create our CSR Report.

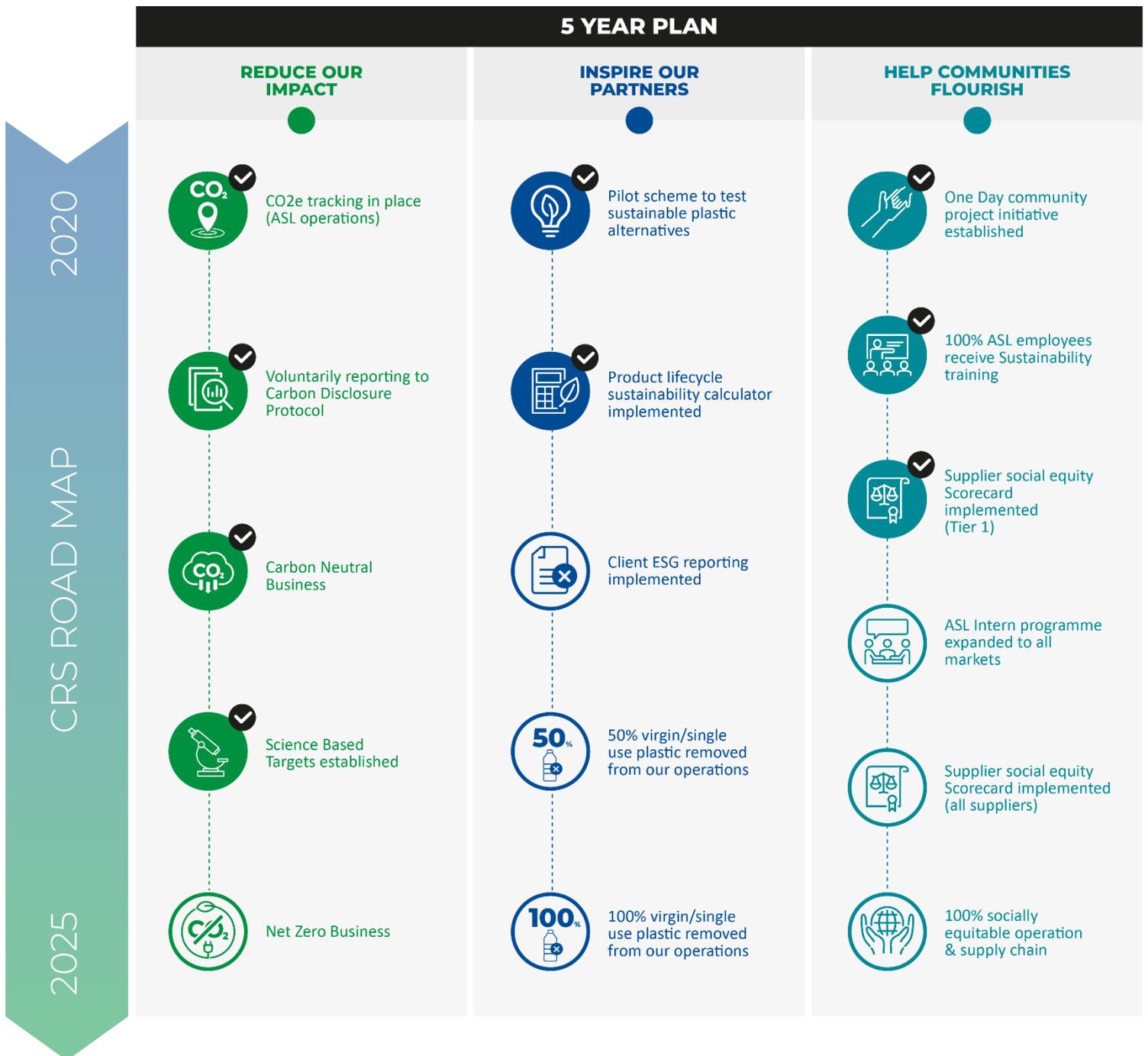


LOOKING AHEAD

Despite the ongoing challenges that the Covid pandemic still presents around the world, we are proud of the strong progress made against the ESG goals we have set ourselves as a business. As we move into the third year of the One World sustainability initiative, we are in a strong position to keep driving forwards to meet these ESG targets. We have made great progress but there is much more to do, and we remain committed to continuing our journey, along with our clients and suppliers, towards environmental sustainability and social responsibility.

Our next steps include:

- **Establishment of ESG reporting for all client orders**
- **Development of climate positive material solutions**
- **Proactive offer of sustainable and/or diversity supplier alternative for all client orders**
- **Eradication of single use plastic from our value chain**





ASL



ONE
WORLD