

Our sustainability and ESG strategy

75 MEDIA

How we're working towards a more sustainable and inclusive future



Developing and implementing our sustainability strategy

- In 2024, we identified four priority SDGs that we can have a positive impact on and, conversely, which are material to our wider business objectives
- We now have a solid strategy in place to help drive action towards what matters most – **creating positive impact by 2030**
- We will continue to ensure our actions and initiatives strive to support the goals and help us to achieve our SDG targets, whilst ensuring we hold ourselves accountable at every step.



Our priority Goal 3: Good Health & Wellbeing

- We will partner with an organisation to run two campaigns promoting mental health awareness every year until 2030.
- In 2024, two members of the 75Media team will qualify as mental health workplace first responders.
- By 2025, we will conduct neurodiversity training in our workforce to equip ourselves with the skills to collaborate with different working styles.
- By 2026, we will support 60 disadvantaged or young people to connect with nature.



3 GOOD HEALTH
AND WELL-BEING



Commitment

We commit to promoting good health and wellbeing in our own workforce and society.





Importance of Goal 3

Goal 3 strives to ensure healthy lives for all at all ages, including physical and mental well-being. This includes access to healthcare for all and preventative measures.

Goal 3 themes

- Disease prevention
- Mental and physical health
- Health finance
- Employee satisfaction
- Health coverage





Supporting Goal 3: how are we doing?

Target	Action	Tracker
<p>We will partner with an organisation to run two campaigns promoting mental health awareness every year until 2030.</p>	<p>This target will be realised in 2025, with the aim of running two campaigns from 2025 onwards.</p>	<p>On track</p>
<p>In 2024, two members of the 75Media team will qualify as Mental Health Workplace First Responders.</p>	<p>In April 2024, Katy Conway and Tom Skeer qualified as Mental Health Workplace First Responders</p>	<p>Complete</p>
<p>By 2025, we will conduct neurodiversity training in our workforce to equip ourselves with the skills to collaborate with different working styles.</p>	<p>We have assigned a champion to this internally and it will be realised in 2025.</p>	<p>On track</p>
<p>By 2026, we will support 60 disadvantaged or young people to connect with nature.</p>	<p>Our partnership with the Yorkshire Dales Millennium Trust (YDMT) has already helped 60 vulnerable and marginalised groups connect with nature</p>	<p>Complete</p>



Spotlight: our Yorkshire Dales Millennium Trust partnership

As well as achieving our goal of supporting 60 disadvantaged or young people to connect with nature, our partnership with the Yorkshire Dales Millennium Trust has enabled us to:

- Restore 0.85 hectares of wildflower meadow
- Plant 1,050 trees
- Capture 175 tonnes of carbon over the next 50 years

A full impact report covering our partnership with the Yorkshire Dales Millennium Trust will be released in May 2025.



3 GOOD HEALTH AND WELL-BEING



13 CLIMATE ACTION



Our priority Goal 8: Decent work & economic growth

- In 2024, we will pay a living wage to all of our employees.
- By 2029, we will partner with an organisation to offer five work experience or apprentice positions to young women to help improve gender diversity and inclusivity.
- By 2029, 90% of our spend will be with suppliers that pay the living wage.



8 DECENT WORK AND
ECONOMIC GROWTH



Commitment

We commit to safe working conditions, an inclusive workspace, and fair pay within our business and supply chain.



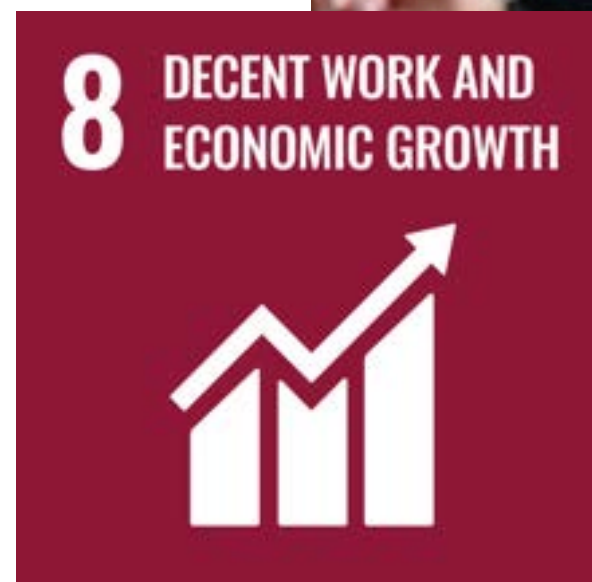


Importance of Goal 8

Goal 8 promotes sustained, inclusive and sustainable economic growth, along with productive and fair employment for everyone, including the prevention of child labour and modern slavery.

Goal 8 themes

- Sustainable economic growth
- Safe working conditions
- Fair and inclusive workspaces
- Education and training





Supporting Goal 8: how are we doing?

Target	Action	Tracker
In 2024, we will pay a living wage to all of our employees.	In 2024, we paid all employees a living wage.	Complete
By 2029, we will partner with an organisation to offer five work experience or apprentice positions to young women to help improve gender diversity and inclusivity.	We have assigned a champion to this internally and we are investigating how to achieve this target.	On track
By 2029, 90% of our spend will be with suppliers that pay the living wage.	In 2025, we are expanding the scope of our carbon accounting to include supplier emissions. As a part of this process, we will begin to better understand what our suppliers are doing in regards to sustainability and will look to expand our data gathering to include other ESG topics.	On track

Our priority Goal 12: Responsible consumption & production

- By 2029, we will reduce waste by 50% across our operations.
- By 2029, we will introduce three new circular economy projects into our portfolio maintenance programme, focused on reusing, repairing and refurbishing materials in order to maintain our billboard assets.
- We will partner with an organisation or charity to run two campaigns promoting circular economy and/or waste reduction every year until 2030.



Commitment

We will practice responsible consumption and production by producing high quality, long-lasting products, and commit to reducing waste generation throughout our operations.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION





Importance of Goal 12

Goal 12 ensures sustainable consumption and production patterns. It strives to ensure supply chains are ethical and resources are used sustainably.

Goal 12 themes

- Resource efficiency
- Sustainable sourcing
- Recycling of products and materials
- Sustainable procurement practices
- Ethical supply chains



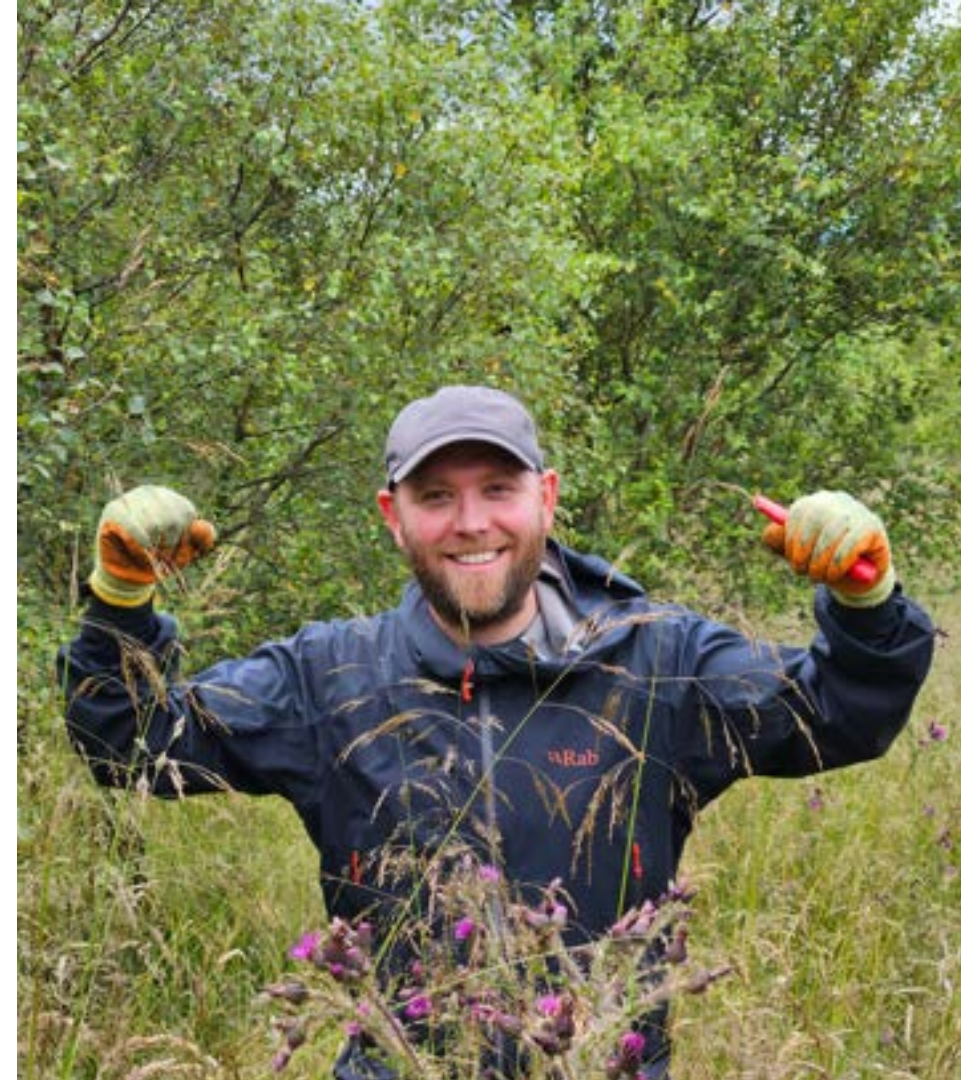


Supporting Goal 12: how are we doing?

Target	Action	Tracker
<p>We will partner with an organisation or charity to run two campaigns promoting circular economy and/or waste reduction every year until 2030.</p>	<p>We are currently investigating opportunities with regards to this target.</p>	<p>On track</p>
<p>By 2029, we will introduce three new circular economy projects into our portfolio maintenance programme, focused on reusing, repairing and refurbishing materials in order to maintain our billboard assets.</p>	<p>In 2024, we launched our classic maintenance programme, to repair and rebuild classic billboards instead of replacing them. In this programme, we have:</p> <ul style="list-style-type: none"> •Rebuilt 10 panels •Replaced the mouldings on 6 panels •Planned the rebuild of a further 8 panels <p>Within the programme, we have also set up a process for visiting sites and establishing where rebuilds and repairs can take place.</p>	<p>On track</p>
<p>By 2029, we will reduce waste by 50% across our operations.</p>	<p>We are currently investigating opportunities to improve the circularity of our non-digital billboards, which will drastically reduce the total amount of waste we produce.</p> <p>In 2025, as a part of our carbon assessment, we will collect comprehensive data to baseline our total operational waste.</p>	<p>On track</p>

Our priority Goal 13: Climate action

- We will be net zero by 2040, in line with the latest climate science.
- By 2029, 90% of our spend will be with suppliers who have net zero targets.
- We will partner with an organisation or charity to run two campaigns promoting climate action every year until 2030.



13 CLIMATE
ACTION



Commitment

We commit to keeping global warming below 1.5°C and reduce our carbon footprint in line with science.





Importance of Goal 13

Goal 13 strives to take urgent action to combat climate change and its impacts. It focuses on mitigation of climate change as well as adaptation to protect the planet.

Goal 13 themes

- Building resilience & adaptive capacity
- Carbon reduction & net zero
- Climate policies
- Climate risk management
- Education
- Climate investment & finance





Supporting Goal 13: how are we doing?

Target	Action	Tracker
<p>We will be net zero by 2040, in line with the latest climate science.</p>	<p>In 2024, we measured our scope 1 and 2 emissions for the first time (see more on our results on the next page). In 2025, we will expand the scope of our carbon assessment to include scope 3. Once we have established a full baseline, we will create a plan for reaching net zero.</p>	<p>On track</p>
<p>By 2029, 90% of our spend will be with suppliers who have net zero targets.</p>	<p>As outlined above, in 2025 we are expanding the scope of our carbon footprint to include supply chain emissions. As a part of this process, we will start developing a strategy to track our key suppliers' net zero ambitions.</p>	<p>On track</p>
<p>We will partner with an organisation or charity to run two campaigns promoting climate action every year until 2030.</p>	<p>Through our partnership with YDMT, we are already achieving this target. Every year, we help the charity promote its projects – which have benefits for both the climate and for biodiversity – by running FOC campaigns on our billboards.</p>	<p>Ongoing</p>

Spotlight: our carbon footprint

As a part of our wider ESG strategy, we are committed to reducing our carbon impact and have set a target to reach Net Zero by 2040.

Our first step in understanding our footprint has been to measure our scope 1 and 2 emissions, which for us is the emissions of the energy used in our offices and by our billboards.

The heating in our offices is electrified and we purchase certified renewable electricity for 100% of our billboards, so our scope 1 and 2 emissions are minimal.

In 2025, we plan to measure our full scope emissions and create a plan to reach our Net Zero target by 2040.

Our scope 1 and 2 emissions



Scope 1



Scope 2*

*Market-based emissions



For further information about our ESG strategy and current Net Zero status, please contact:

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