

# INNOVATION WITH PURPOSE

SUSTAINABILITY REPORT

FY 20



# 03

## WELCOME

An introduction to our second annual sustainability report and a view from Robert MacMillan and Kevin Dunckley.

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## WHO WE ARE

Award-winning marketing execution partners, servicing our clients globally.



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## WHAT WE DO

Outsourced procurement and creative production services.

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## HOW

We're playing our part to support the UN Sustainable Development Goals.





**Robert MacMillan**  
Group Chief Executive Officer

Welcome to Innovation with Purpose. This is the second time we've published our sustainability report, and we're excited to share with you examples of how we are using innovation to protect our planet and deliver economic benefit to our clients.

Sustainability continues to be front and centre of our clients' agendas, and although there are some great initiatives and activities happening around the world, we must all commit to doing more. That's really what this report is about - showing our clients, colleagues and suppliers the commitments we're making to sustainability, and how we're actively delivering against them.

Over the last twelve months, our approach to sustainability has continued to evolve. One area of focus has been to enhance and develop our holistic approach to Environmental, Social and Governance (ESG) activities. The growing importance of this area is considered by all, and our ongoing investment in developing this area has become a key element of how we position and explain our business.

As a growing business, we must endeavour to make a greater impact through sustainable initiatives. This responsibility is heightened further by COVID-19, as we work with our ecosystem of partners to ensure we continue to grow both responsibly and sustainably.

I would also like to take this opportunity to reiterate our support of the United Nations 17 Sustainable Development Goals. Over the last 12 months our business has grown significantly (both through acquisition and new business), which only increases our obligation to support the global agenda of tackling poverty, inequality, and climate change by 2030.

I hope this report conveys the pride and passion myself and my team have for delivering ever more sustainable and innovative solutions.

We have a  
**PURPOSE**





## Kevin Duncckley Chief Sustainability and Innovation Officer

We are in a unique position - to not only advise and influence our clients' marketing behaviour, but to then deliver on this advice and make it real. As a sustainability advocate, we see it as our duty to drive sustainable change wherever we can.

Our recent acquisition of InnerWorkings provides us with an opportunity that I'm truly excited about. By staying true to our Innovation with Purpose strategy, but applying it through our enhanced size, scale, client relationships and supply chain, we can accelerate our progress and make even more meaningful change.

The last twelve months have seen us make some real step changes in our approach:

- Our commitment to the Science Based Targets initiative (SBTi) is a critical step in us thinking bigger and aligning our strategy to climate science
- Our first Carbon Disclosure Project (CDP) submission has just been submitted - another significant step for the business
- We have widened the scope of our Environmental Calculator technology to include plastics, and have a roadmap to widen it further to cover additional categories (for example promotional products and 3D POS)

We're only able to deliver this kind of initiative on a regular basis because of two key things:

- Our ecosystem of partners makes us unique, allowing us to collaborate and innovate with the best partners in the world. This has led us to use Blockchain and AI to solve client waste challenges, and accelerate R&D around next-generation materials into production
- The second crucial factor is our colleagues. We've built a culture that I'm incredibly proud of in that colleagues rally around our clients' sustainability causes. The energy we have built is infectious, and drives real change

This report is a snapshot of what we're capable of, so I'd encourage any reader who is interested to reach out to us and make a change. Together, our impact can be huge.

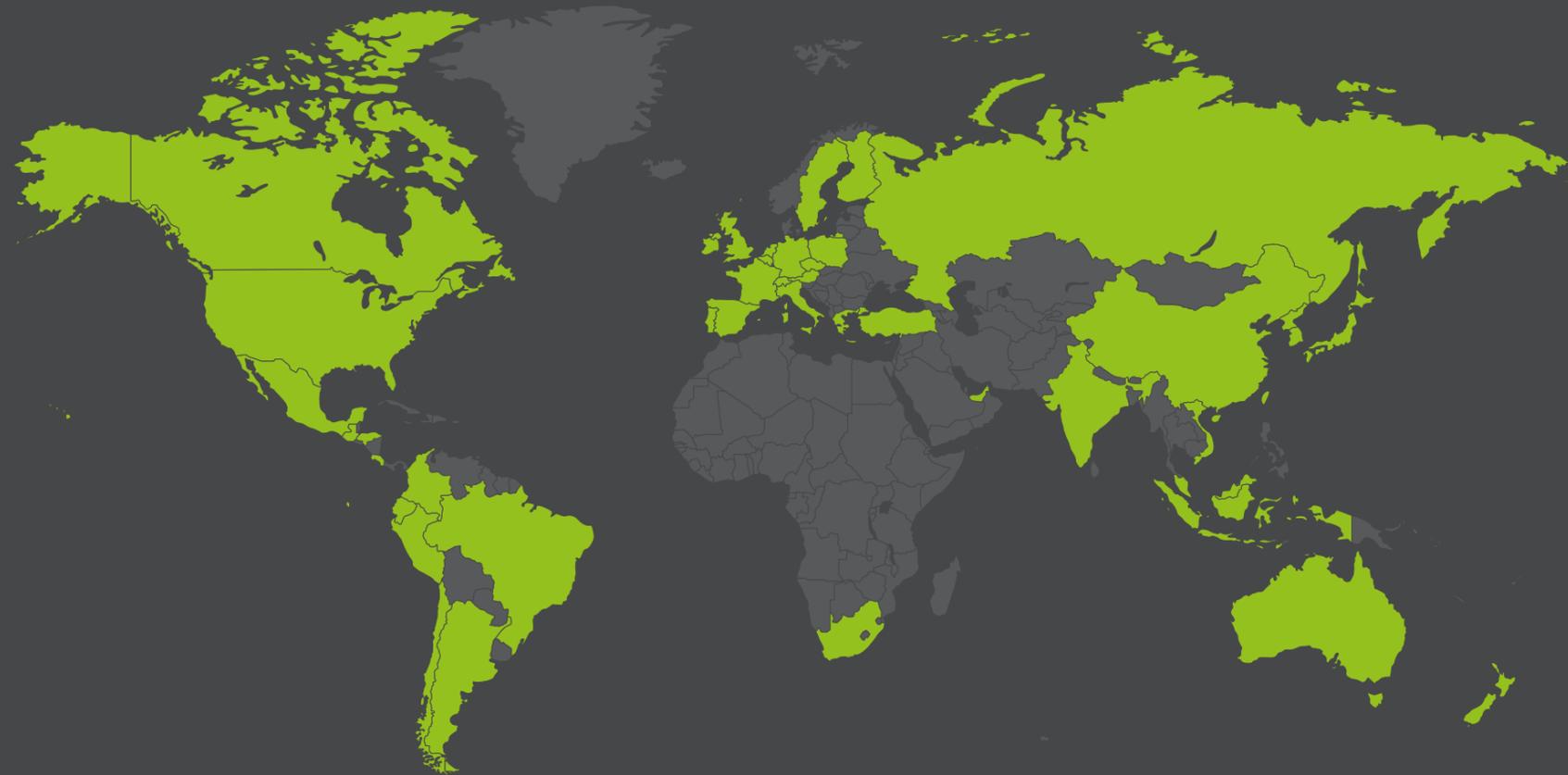


We embrace  
**INNOVATION**

# Who we are

HH Global is the world's most innovative marketing execution partner, offering outsourced procurement and content development services to clients in more than 50 countries.

Applying proven processes, industry-leading technology, and the deep expertise of more than 3,300 employees, we develop innovative solutions that drive down the cost of our clients' marketing print procurement and content development, while improving quality, sustainability and speed to market



**3,300+**  
people

**1991**  
established

**\$1.7bn+**  
spend under management



We work with some of the world's largest, most exciting and progressive brands from a wide range of industries including:



DIAGEO

Google



HSBC

Iceland

Johnson & Johnson



T-Mobile



# WHAT WE DO

We work with some of the largest, most exciting and most progressive global brands. These partnerships involve co-ordinating high-profile, business-critical print, POS, retail environments, promotional items, luxury packaging, digital and creative projects.

Customer experience	Content development services	Outsourced procurement	Retail environments
Shopper activation	Content optimisation	Temporary / Permanent POS	Retail consulting
Path to purchase strategy	Adaptations	Direct mail	Innovative experiential retail concepting
Brand loyalty programmes	Template population	Marketing and sales collateral	Virtual store experience
Campaign management	Original artwork	Product launch kits	Store development, production, rollout
Targeting and segmentation	Industrial design	Events and tradeshows	Digital displays - content development
	Prepress and preflight	Virtual events	Store maintenance
	Online proofing and approval workflows	Warehousing, fulfillment and kitting	Pop-up stores & exhibition stands
	Transcreation and localisation	Promotional merchandise	

At HH Global, we pride ourselves on providing a flexible, innovative offering to our clients. Working collaboratively with our clients, we can align closely to their evolving business models and priorities, and help them to continuously improve their sustainability, drive down costs, increase quality and boost speed to market, in line with their changing priorities.

This approach has brought HH Global greater recognition this year including ranking in the top 6% of more than 30,000 global suppliers whose sustainability practices were evaluated by EcoVadis.

## Some of our other accreditations and industry affiliations include:



# Environmental savings

We design and purchase a significant amount of printed materials and POS displays, the majority of which are made from paper and card.

We take responsibility for these materials and work to lessen consumption with initiatives such as reducing the weight of the paper we purchase, increasing the recycled content and blending digital channels to provide economic benefit for our clients.

## Our FY20 savings!



**27,000**  
trees



**200m**  
litres of H<sub>2</sub>O



**16,000**  
tonnes of carbon

## This is equivalent to:



**13.5**  
football pitches



**80**  
Olympic pools



**3,397**  
average cars off the road for one year

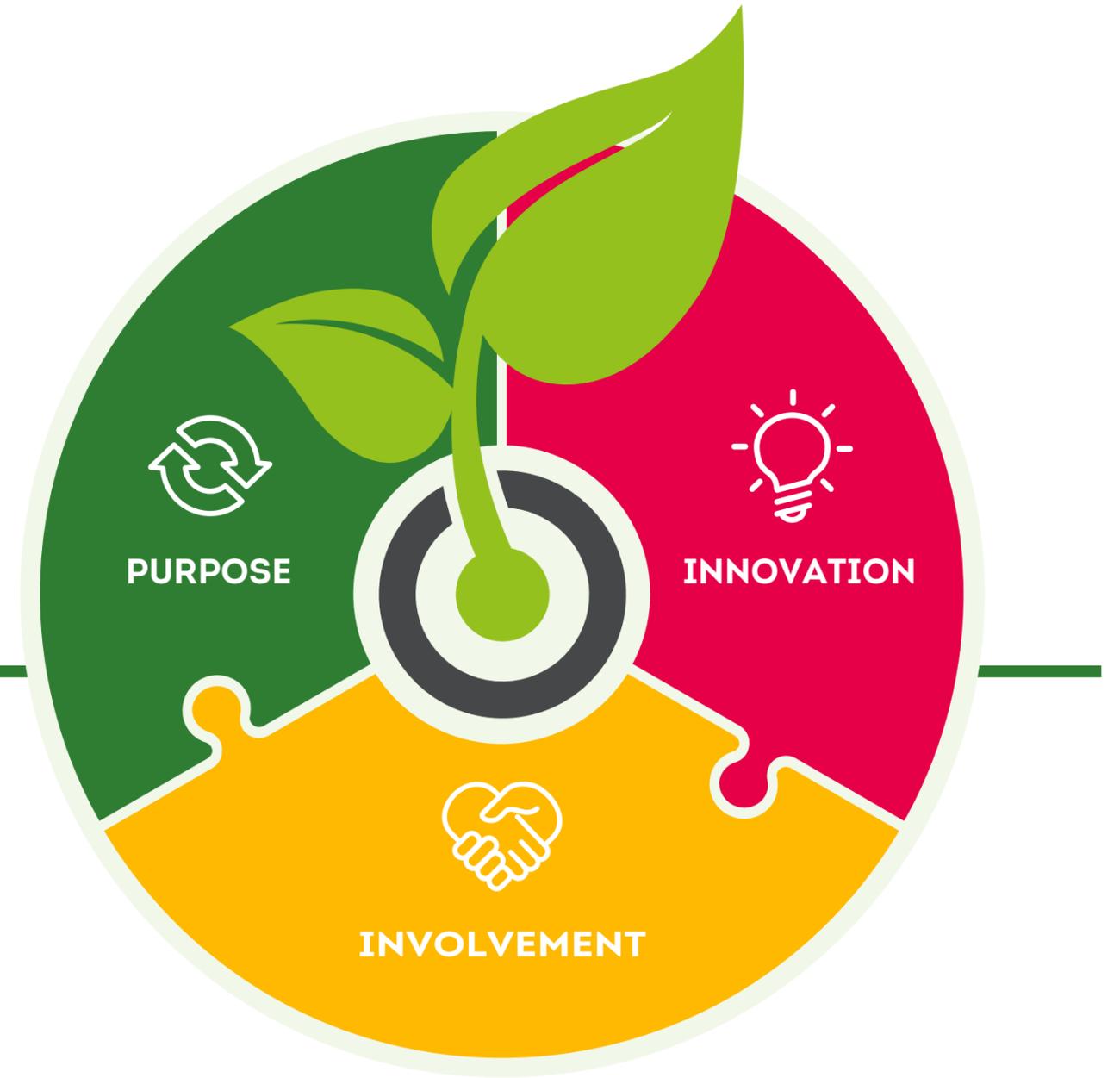
# Innovation with Purpose

Innovation with Purpose is HH Global's sustainability strategy. It recognises that our greatest opportunity to make a difference is by working closely with our clients and suppliers, and that we can do this by harnessing our focus on innovation.

Financial savings are important to our clients, but sustainability is also a growing consideration. Whilst many of these clients have robust programmes in place for direct procurement, indirect procurement is an area that is often overlooked.

Our strategy enables us to provide innovative marketing execution with minimal impact on the environment, produced in a socially and environmentally responsible manner.

We pride ourselves on being the global leader within the marketing execution industry for the delivery of indirect sustainable marketing programmes that take economic and environmental considerations into account. This balanced approach helps to improve our clients' 'triple bottom line' of people, planet and profit.



 Support the United Nations Global Goals for Sustainable Development

 Develop innovative solutions that boost profits, protect the environment, and contribute to society

 Work together with our clients, our suppliers, our employees and our communities



# SUSTAINABLE DEVELOPMENT GOALS

In 2015, 193 world leaders developed and adopted the 17 United Nations Sustainable Development Goals with the aim of tackling poverty, inequality, and climate change by 2030.

These 17 goals, which are also known as the Global Goals or SDGs, are highly ambitious. To help businesses achieve their goal targets, each SDG has a blueprint for how to achieve a better and more sustainable future, addressing the global challenges we all face.

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

# Prioritised global goals

## What This Means

Each year, HH Global reviews the Sustainable Development Goals of most relevance to our business, our clients, and our customers.

Over the course of the last year, climate change, and the need for swift action, has become a priority for everyone.

HH Global recognises its responsibility to respond with ambitious commitments, relevant to not only our own operations but to the whole of our supply chain. These commitments will be outlined in the next section.

As a business that sources materials from around the world, we have placed greater focus this year on ensuring decent working conditions and economic growth for our supply chain in an effort to close the poverty gap and ensure adequate policies are in place to eradicate modern slavery.

As a provider to many of the world's largest brands, we will continue to ensure products are sourced and produced responsibly, while also helping our clients to look at more sustainable forms of consumption.

<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>  <p>Promote sustained, inclusive and sustainable economic growth.</p>	<p><b>10</b> REDUCED INEQUALITIES</p>  <p>Reduce inequality within and among countries by 2030.</p>	<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p>  <p>Ensure sustainable consumption and production patterns.</p>	<p><b>13</b> CLIMATE ACTION</p>  <p>Take urgent action to combat climate change and its impacts.</p>
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***In 2021 HH Global will continue to build on embracing diversity and inclusion at all levels of the business, not only ensuring equal opportunities for all, but also recognising the benefits of a diverse workforce, particularly for a global organisation.***

# 8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth.

We are committed to ensuring that 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.

Our employees and our suppliers are the heart of our business. We are proud of our supportive and innovative culture, and we work hard to make sure that our suppliers uphold our values throughout the entire supply chain. We support the International Labour Organization's declaration on fundamental principles and rights at work and have strong processes in place to ensure our suppliers are adhering to these principles.



### Sustainable Procurement Pledge

HH Global's Global CEO, Robert MacMillan, signed the Sustainable Procurement Pledge in June 2020 which commits to:

- Understanding and practising responsible, inclusive and co-operative procurement behaviour
- Stopping the exploitation of nature and human beings, environmental pollution, rising inequality and injustice
- Acting against modern slavery, human trafficking, child labour, corruption and bribery while upholding business ethics and law-abiding behaviour

Details of the pledge have been disseminated to management and key staff throughout the company, who have also signed the pledge, as well as to our clients.



### Supplier Code of Conduct

Our Supplier Code of Conduct clearly sets out the standards that we expect from our suppliers. It is linked to the UN Sustainable Development Goals to make sure we're all working towards the same goals for a better world by 2030.



### Risk Assessment Programme

We regularly assess the risk in our supply chain, taking into account a number of factors such as the environmental and human rights risk in each country we operate in. Paper still makes up our largest purchasing category, and we use the ForestMapper tool from Canopy, an environmental non-governmental organisation (ENGO), to assess the risk to ancient and endangered forests in our supply chain.



### Sedex Members Ethical Trade Audits

As members of Sedex, our high-risk suppliers are audited by a third party, using standards laid down in the Sedex Members Ethical Trade Audit (SMETA).



### Involving Suppliers

We encourage innovation from our suppliers and support them in the development of environmentally friendly and socially responsible products.

We have also engaged with Support the Goals to help our suppliers support the UN Sustainable Development Goals. Support the Goals researches and rates suppliers for their support of the goals, and provides resources to help them improve. By doing this, we aim to raise awareness of the goals at scale.

# 10 REDUCED INEQUALITIES



## Reduce inequality within and among countries by 2030.

We believe that the rights and opportunities of every person should be respected, regardless of their gender, ethnicity, religious beliefs, sexual orientation, or socio-economic background.

We are committed to ensuring that HH Global is a diverse and inclusive business that reflects the communities in which we operate. We work with suppliers that share our values and are working to make sure that these are upheld throughout our entire supply chain.



### Diverse Suppliers

Our supplier programme promotes diversity and inclusion throughout our supply chain. We work closely with our suppliers to understand their business and capture a range of diversity metrics relating to their ownership and workforce.

By listening to our clients' diversity and inclusion objectives, we help to align their spend with suppliers who match their values and beliefs.



### Target Gender Equality

Target Gender Equality is a UN Global Compact initiative to accelerate gender equality in business. HH Global is a proud participant in the programme, which aims to improve implementation of the Women's Empowerment Principles.

The programme encourages participants to set ambitious targets for women's representation and leadership, starting with the Board and Executive Management levels.



### Affirmative Action

Affirmative action refers to an approach to tackling discrimination. We have a strong Affirmative Action Plan (AAP) in place with specific goals for the hiring of minority and protected groups.

Our approach is to make good faith efforts to achieve these goals, while still ensuring that employees are evaluated on consistent, job-related criteria. Training is provided to all managers on the benefits and practical implementation of affirmative action.

# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



## Ensure sustainable consumption and production patterns.

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

We are committed to responsible consumption and production by reducing the material footprint of the products we purchase and supply. Our environmental targets recognise the carbon associated with the production of these products, and we also work to ensure that the goods and services we provide contribute to a circular economy. By promoting sustainable product choices, we can assess the impact of marketing programmes on natural resources and seek to minimise it. To drive progress of our strategy we have developed environmental reporting dashboards that we can offer to all clients globally. We are then able to provide initiatives that promote responsible consumption and production with measurable savings.



We are working with one of the world's leading technology providers and a startup to facilitate the resale of excess packaging material using Blockchain and AI technology, preventing it going to waste or landfill.



Our focus on innovation means we are continually finding ways to reduce the environmental impact of materials. We have signed a letter of intent with a major producer to introduce sugar beet based paper to our clients in 2021, which produces 16% less emissions compared to traditional paper.



HH Global is currently partnering with a leading producer of food, home care and personal care brands which is working tirelessly to ensure circularity in the design of its products. In partnership with our client, our HH Global account management team is working to find ways for their products to be produced, packaged, delivered and promoted using the most sustainable materials available.

# 13 CLIMATE ACTION



## Take urgent action to combat climate change and its impacts.

In recent years, it has become increasingly clear that climate change poses a serious threat to our way of life. Governments, citizens, and businesses need to take urgent action to prevent catastrophic global warming.



The Paris agreement aims to keep global warming below 2°C by 2100, and ideally below 1.5°C. To meet this target, science shows that we need to act collectively to reduce greenhouse gas emissions, such as carbon dioxide, which are responsible for global warming.

As we do not manufacture products, the direct environmental impact of our business is low. However, as a provider of goods and services to the world's largest brands, we are still indirectly responsible for a significant amount of greenhouse gas emissions.

We have analysed our direct and indirect carbon footprint in line with the Greenhouse Gas Protocol. The impact of our purchased goods and services is by far the greatest contributor to our carbon footprint and it is clear we need to take action - particularly as our business is growing rapidly.

# 13 CLIMATE ACTION



## Our FY20 carbon footprint was **406,726 tonnes**



### 99.6%

Purchased goods and services



### 0.24%

Business travel



### 0.08%

Employee commuting



### 0.06%

Electricity

### Our business is growing rapidly, so we need to take action to reduce our impact

Scope 1 emissions 0 tCO<sub>2</sub>e | Scope 2 emissions 252 tCO<sub>2</sub>e | Scope 3 emissions 406,474 tCO<sub>2</sub>e

We have set ambitious targets which are in line with the Paris Agreement.

These science-based targets aim to tackle not only our direct environmental impact but also, most importantly, the indirect impact of our business across our entire value chain.

The new targets also support longer-term government ambitions to achieve a net-zero carbon impact.

### Our commitment to climate action

We will help keep global warming below 1.5°C by reducing our carbon footprint and moving to net-zero emissions.

**100%**  
renewable energy  
in our operations  
by 2025

**25%**  
reduction in  
emissions\* by 2025

net **ZERO** emissions  
from our entire value chain  
by 2035

\*per £m of revenue

# 13 CLIMATE ACTION



## Carbon dashboards

The adage 'you manage what you measure' is particularly true when it comes to carbon. Understanding the carbon footprint of the products we provide is not only essential for our own reporting, it's important to help us engage with our clients on the environmental impact of their product choices.

We have invested in technology and processes to understand the carbon footprint of the products we purchase on behalf of our clients and this data is presented in clear and simple dashboards that help them visualise the environmental impact of their product choices, and identify opportunities for choosing more sustainable alternatives.

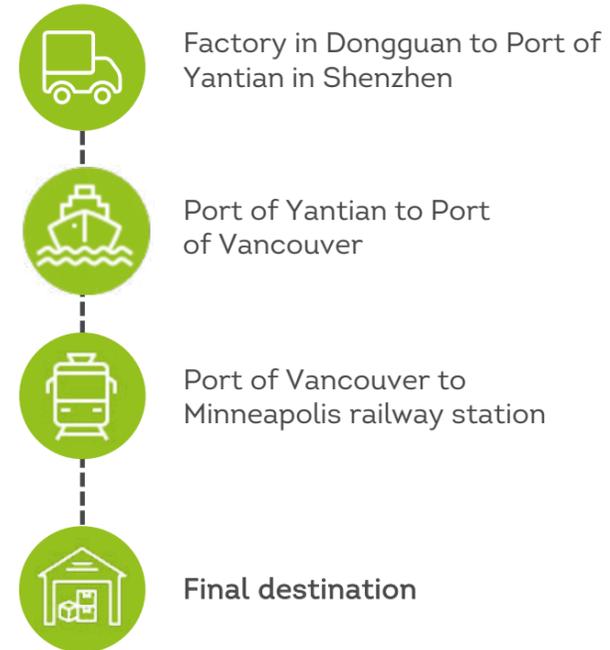


In partnership with a third party, HH Global developed a tracking system for our clients that calculates the amount of carbon generated by individual projects, recommends and manages activities to offset that carbon and produces a certificate to verify the project as carbon neutral.

Clients such as Deutsche Bank have already made use of the programme, offsetting a recent project by sponsoring the implementation of hydropower in communities in India. The electricity generated by the waterworks feeds into the local power grid, significantly improving the electricity and water supply for the population.

Other clients are also taking advantage of the tracking system, with Buderus (Bosch) now delivering nearly 95% of their print projects with a climate neutral compensation certificate.

## Supply chain optimisation



The task was to deliver an order of bags as efficiently as possible from China to the US.

HH Global considered carton size, shipping container and truck capacities, pallet configurations and delivery guidelines for the receiving warehouse to ensure both the truck and the journey was fully optimised.

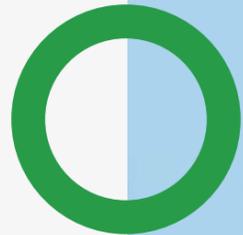
A saving was made of 2 x 40' containers through thoughtful packing and the decision to load loose cartons into the container in China and palletise in the US.

The result was a saving of 827.60kg of CO<sub>2</sub>e, equivalent to charging 105,546 smartphones.

3 GOOD HEALTH AND WELL-BEING



### Supporting the health and well-being of the vulnerable



At the start of the COVID-19 pandemic the HH Global Hong Kong team donated 1,300 safety masks to ImpactHK, a local charity which aims to transform the lives of the homeless, the elderly and street cleaners through education, support and providing homes and jobs.

13 CLIMATE ACTION



### Tree planting in San Francisco



Some members of the San Francisco Creative Production Services team joined the San Francisco Recreation and Parks Department to kick off the 150 years of Golden Gate Park celebrations. They planted 150 trees donated by musician Paul Simon in and around the park, leaving a legacy that will hopefully live on for another 150 years!

### Sugar cane envelope trials

15 LIFE ON LAND



Working in partnership with envopAP, HH Global is currently in phase three of our testing and distribution trials on behalf of a leading UK bank to produce their customer-facing envelopes, using next-gen agri-waste material comprising sugar cane bagasse and other agri-waste residues such as wheat straw. We are also exploring other uses for the materials including e-commerce shopping bags and other retail packaging solutions.

3 GOOD HEALTH AND WELL-BEING



### Supporting Unilever through Covid-19

As Unilever's strategic marketing execution partner, HH Global was recognised for successfully sourcing and delivering face masks, thermometers and other materials during the Covid-19 pandemic. As part of Unilever's Partner with Purpose (UPWP) programme, we were praised for our ability to adapt, moving outside of our typical scope to source critical materials during unprecedented circumstances. During the first four months, around 80% of Unilever's masks were sourced by HH Global.

According to the Unilever announcement, HH Global 'demonstrated exceptional flexibility, agility and resilience in adapting to Unilever's ways of working and made a difference to our business by protecting our people'.

The UPWP programme takes purpose-led partnerships to a new level to protect and regenerate nature, fuel market-leading innovations and make sustainable living commonplace.



*"I am delighted that Unilever have nominated HH Global for the 'Heroes' award. To be recognised in this way reflects the strength of the partnership we have in place and the efforts our account teams will go to in order to ensure our clients' needs are exceeded. Our partnership with Unilever continues to develop, supporting an increasing number of geographies and service lines to ensure we can meet their evolving needs."*



**Robert MacMillan**  
Global CEO



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

Through AIM-Progress, HH Global will collaborate with other members by sharing sustainable sourcing initiatives, raising the profile and importance of responsible sourcing, and proactively managing risk in the supply chain.

“ Our membership to AIM-Progress will play an important role in developing our sustainability programme, by providing us with a platform to engage and collaborate with the world’s leading FMCG brands. As a leading supplier of outsourced marketing services, it is critical that we remain at the forefront of sustainable sourcing in order to support our clients’ sustainability strategies. ”



**Kevin Duncley**  
Chief Sustainability and Innovation Officer



### Backing boards



Assessing in-store signage with our FMCG clients is always key to identifying environmental and financial savings for them.

In partnership with Iceland, we transformed the store’s backing boards using recyclable PET, which is now a permanent fixture. This change also decreased the weight of the materials used by 30% and reduced implementation time in-store.

The final result has supported Iceland in significantly reducing their carbon footprint through display and branding optimisation and more efficient logistics with transportation to store.

There are seven campaigns executed each year which make use of these backing boards – a great result for our client with the project cost returned within two campaigns!

The project resulted in a saving of:





**PostNL and Plastic Bank**

PostNL (the postal system of the Netherlands) issues special Christmas stamps in November and December, allowing Christmas cards to be sent by post at a lower rate than normal. To promote the sale of the stamps over this period, consumers receive a free gift when they purchase 40 Christmas stamps.

Last year's Christmas gift was a shopping bag made from 90% recycled plastic in partnership with the Plastic Bank. The Plastic Bank is a social enterprise that turns plastic waste into a source of income for people in developing countries. The collected plastic waste is turned into rPET suitable for the manufacture of POS and merchandise - a perfect fit with PostNL's CSR sustainability policy.

**The results:**

- A total of 400,000 bags were produced and distributed through more than 3,000 postal agencies
- One bag is made from the plastic from seven recycled PET bottles
- Producing 400,000 bags saved 2.8 million PET bottles from landfill and waterways





Backyard nature



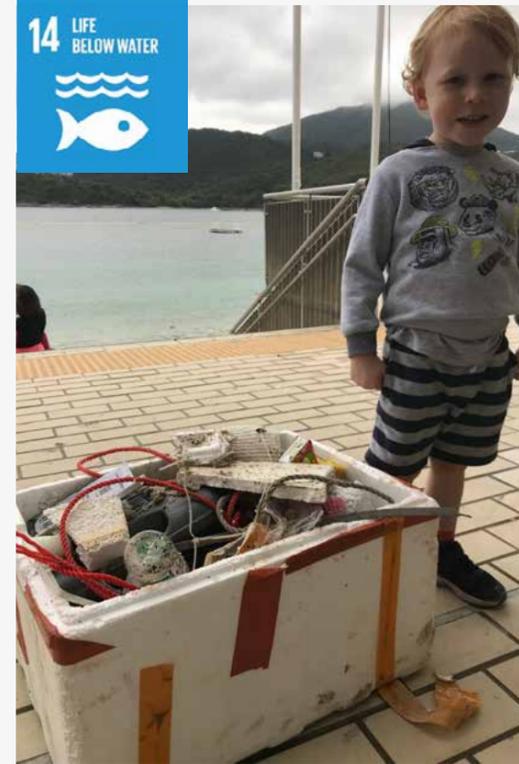
HH Global supported the Backyard Nature environmental campaign in partnership with the Iceland Foods Charitable Foundation and community support platform Semble. The aim of the campaign was to protect endangered insect populations. Globally, more than 40% of insects, which are crucial to the ecosystem, are in danger of becoming extinct, including 23 species of bees and wasps in the UK.

HH Global designed and printed more than 300,000 'bug hotel' kits which were offered to children across the UK, via Iceland's 950+ stores, to inspire them to create much-needed habitats for insects. The kits included information for children on how to protect the insects on their 'patch', as well as details on the wider campaign which encouraged them to become nature guardians.

The campaign was featured in the TV programme 'Prince William: A Planet for Us All' in October 2020.



Be Like Sam beach clean-ups



The 'Be Like Sam' initiative was inspired by five-year-old Sam, the son of our APAC Sourcing Director, who chose to spend his day on the beach picking up rubbish to help protect ocean life. Launched by the HH Global team in Hong Kong, the campaign encourages HH Global employees to engage in an activity that benefits their environment: local park or beach clean-ups, picking up rubbish on a daily run, introducing a recycling policy at home or working with local communities to promote sustainable living.



Samsung eco-friendly wooden eggs



HH Global was briefed by Samsung to source and manufacture 10,000 eco-friendly wooden eggs for their flagship King's Cross (London) store.

Used as an ongoing gift to showcase their stylus pen, the eggs were sourced using timber from sustainable forests. For every 10,000 wooden eggs produced using FSC-certified wood, 45 non-FSC-certified trees were saved from being depleted and any wood residue produced was used as an organic fertiliser.

The switch to the wooden eggs not only produced a more sustainable product but also brought Samsung significant savings!



### Samsung Germany - maximising rPET in pens



Samsung Germany briefed HH Global to source a promotional pen using rPET for the plastic components.

In partnership with Uma, 250,000 promotional pens were produced, with each pen containing the equivalent of one 0.5L PET bottle. As a result, the content change produced an estimated saving of:



### Sustainably produced premiums

HH Global was briefed by HSBC Singapore to produce 3,800 branded umbrellas made from recycled content. The end product was a stylish, double printed umbrella which utilised nearly 61,000 x 750mL recycled plastic bottles to produce the 100% recycled PET fabric required for the umbrella panels.

The use of recycled content saved:



### Sustainably and ethically sourced merchandise

HH Global has developed a wide range of sustainably produced and ethically sourced premiums and merchandise to add to our clients online catalogues based on the principles of:

- Minimal use of virgin material in the product and replacement of disposable material with reusable or recyclable materials
- Ensuring all POS elements can be recycled
- Minimal environmental impact from the entire product or service lifecycle
- Minimal packaging or elimination of packaging to prevent unnecessary material use and improve freight efficiencies, reducing energy and water consumption



### Turning old tyres into laptop bags

70% of rubber produced is used in the tyre industry. Unfortunately, at their end of life, a lot of rubber is lost via incineration, rather than captured as a valuable resource.

In 2019, HH Global worked with Google to make use of inner tubes from truck tyres in India to produce laptop bags used by Google staff, with one truck tyre creating one bag!

200 bags were produced, saving 180kg of CO<sub>2</sub>. Since then, the company has been collecting the rubber inner tubes from truck tyres in India's waste stream.



### Bayer 3D-printed POS

HH Global worked with Bayer Italy to introduce new sustainable material guidelines in December 2019, ensuring that all corrugated cardboard and board used in Bayer products was 100% recycled. As a result, this Supradyn free-standing display unit was re-engineered to be made with 100% recycled cardboard, which contributed towards Bayer's strategic sustainability programme, highlighting their commitment to reducing their carbon footprint.

As a direct result of the new guidelines, the following savings were achieved a :



### Heineken USA and Mexico

HH Global teams in the USA and Mexico have been working with Heineken to improve the sustainability of campaigns for major brands as well as their sponsorship of UEFA. Elements of these projects included:

- Re-engineering Heineken USA POS items to introduce recycled content for production
- Reviewing the kitting and packing in Mexico to replace plastic film with Kraft paper for wrapping

Focussing on the following mutually agreed sustainability goals, HH Global worked collaboratively with Heineken to re-engineer and reduce material usage:

**Goal #1:** Switch substrates to FSC paper made from 10% recycled content

**Goal #2:** Reduce material weight by 20%

**Goal #3:** Replace plastic POS with cardboard alternatives

**Goal #4:** Harmonise elements - standardise materials used for production efficiencies

Achieving mutually agreed goals during 2019/2020, the projects delivered the following savings:



# Sharing our journey

## Sustainability is a journey, not a destination.

We believe in sharing our journey openly and honestly. Every year we will publish a report with details of our plans, commitments, initiatives, and progress against our targets.

Our report is aligned with selected standards from the Global Reporting Initiative (GRI) and best practice for disclosure against the UN Sustainable Development Goals.



We're delighted to have been awarded a maximum 5-star rating by Support the Goals for not only communicating our plans, actions, and progress towards the UN Sustainable Development Goals, but also for involving our suppliers.



The table below shows how our report aligns with GRI Standard Disclosures

GRI Standard	Disclosure	Page number
102-1	Name of the organisation	1
102-2	Activities, brands, products, and services	05, 06
102-4	Location of operations	5
102-6	Markets served	5
102-7	Scale of the organisation	5
102-9	Supply chain	11
102-12	External initiatives	6
102-13	Membership of associations	6
102-14	Statement from senior decision-maker	03, 04
102-15	Key impacts, risks, and opportunities	10
102-16	Values, principles, standards, and norms of behaviour	11, 12
102-50	Reporting period	1
102-53	Contact point for questions regarding the report	24
102-55	GRI content index	23
305-1	Direct (Scope 1) GHG emissions	15
305-2	Energy indirect (Scope 2) GHG emissions	15
305-3	Other indirect (Scope 3) GHG emissions	15



# Thank you for reading

We'd love to hear what you think of our sustainability report.  
You can contact our Chief Sustainability and Innovation  
Officer at:

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