



Environmental and Social Governance Policy

Committed to realise a sustainable, low carbon,
Cost-effective future.

LUXIA

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Developing solutions to global challenges is never an easy journey. Luxia are committed to addressing our collective negative impact on the climate, and our journey to carbon neutrality as a company is one we share with our clients and wider network, and include in our project management with customers.

In a year like no other, Luxia has worked with our network of colleagues, companies, and advocates to further our efforts to make our environmental work more definitive, more qualified and more effective.

We recognise that our business and client base is integrally connected to the environment in which we operate, and that we have a moral responsibility to care for, and protect, the natural world from any harm that may occur because of our activities.

Therefore, we set high environmental standards across our business and we provide sustainability consulting services and related additional services to businesses and public-sector customers across the United Kingdom.

We are committed to the protection of the natural environment in delivering our services, and to achieving continuous improvement in environmental management and performance.

As such, we comply with all relevant environmental legislation, other applicable requirements and current best practice, fulfilling and, where possible, exceeding our compliance obligations.

We ensure that appropriate resources are available to maintain, monitor and, where necessary, improve environmental performance, and integrate the consideration

of environmental aspects and impacts into our decision-making and activities.

By leading by example on: sustainability issues; achieving net zero; and energy and water efficiency we minimise our resource usage in our building, and advise our customers and staff on energy and water efficiency through our range of services, such as sourcing green and carbon neutral products where possible.

This also includes endeavouring to reduce our greenhouse gas emissions through minimising travel and use of sustainable transport, and to minimise our waste via reuse or recycling, ensuring that any residual waste is disposed of responsibly.

We train, educate and inform our employees and freelancers about environmental issues that may affect their work, promote environmental awareness among our employees, and encourage them to work in an environmentally responsible manner.

We don't pretend to have all the answers to these systemic and long-standing issues. But what we do have are sustainable goals to strive for, in a global community of agile businesses committed to doing the right thing by people and the planet.

We thank you for your role in our progress to push this urgent work forward.



Geoffrey Idun
Company Director



James Staniforth
Sustainability Consultant



Policy

Luxia are committed to supporting business, government and our communities to work together and drive a sustainable and low carbon future.

We believe that environmental sustainability, business growth and our health and well being goes hand in hand. The aim of the Luxia's environmental policy is to support the continued development of our business, whilst maintaining a high level of environmental performance, social impact and community minded thought leadership.

We aim to make a significantly positive impact to both our environment, our people and local communities, whilst delivering positive impacts for our clients.

This policy covers all of Luxia's business activities.

Our approach

We recognise that our business and beliefs are intrinsically linked to the social and environmental results we deliver. We have a moral responsibility to care and protect our natural world. We therefore set high environmental standards across our business.



1. People first

Staff training and development

Our people are our business, and it is essential all staff understand why we do what we do, and are critically aligned with our sustainable business model.

Our people are our biggest advocates, and we understand the positive impact they can make both individually and as part of Luxia. We commit to invest in our staff through continuous green improvement and sustainable learning, and a long term, sustainable flexible working schedule to fit around their lives.

All new staff inductions include: a module on climate change; business sustainability; onboarding into our sustainable organisation mission plan; and why it all matters. We will also offset the carbon emissions of each of our staff through our offsetting partner U Offset.

Diversity & inclusion

Luxia is committed to being a reflection of the world we live in and, to that end, diversity and inclusion are both a human resource, cultural and ethical pillar of our business, and are central considerations in every business

decision we make.

We are committed to continuing our equitable journey and providing opportunities for all, and we will publish our workplace demographics on an annual basis.

Community impact

We understand that our people are part of communities, and it is our belief that through our work and volunteering, we can give back, raise awareness and contribute more to our communities. Luxia commits to providing its people two paid days for volunteering per year.

2. Net-zero future

Reducing carbon emissions in-line with UNFCC Race to Zero Campaign

In line with the UK Government's pledge to be net-zero by 2050, Luxia commits to measuring, tracking and reducing our carbon footprint across all business operations in line with SBTi (Science Based Target Initiative 1.5), and will commit to the UNFCC Race to Zero campaign.

Our chosen sustainability partner - Sustainable Business Services - will report on our carbon footprint using Scope 1, 2 and 3 emissions as referred to in the WBCSD – WRI Greenhouse Gas Protocol.

Luxia commits to being a net-zero business across all operations by **2022**. We are committed to going further, and will, where appropriate, promote and develop services for our clients and staff that further enhance our commitment to environmental sustainability.



3. Zero waste

Reducing consumption and use

Luxia's ambition is to reduce unnecessary, unsustainable and unrecyclable consumption across all business activities, through internal information and training to better support our in-house team.

We will promote and incorporate energy and water efficiency measures into the company's facilities. We will reuse, recover and recycle everything we are able to, and commit to sending zero waste to landfill by 2023.

Sustainable procurement

We will actively work with our entire supply chain to review agreements to ensure all are aligned to our net zero ambition, that our procurement policy is sustainable, and that environmental impact is considered in all purchasing decisions.



4. Travel

1st meeting always online

Luxia has a 1st meeting online policy, to reduce both ours and our clients' environmental impact by minimising travel. This is supported by our policy to consider green transport alternatives on every trip and to move to EV, as soon as it becomes viable at our scale.



5. Clients

To act as our clients brand champions considering sustainability in our work.

We work with our clients to forge long term relationships and value. We want, and aim for, our clients to be our brand champions.

We will support our clients in understanding their impact on the environment, and offer a Sustainability Playbook to all new clients, written by our Sustainability Consultant. We also work with our partner, Sustainable Business Services, to provide further support, training and measuring, where appropriate.



6. Improvement

Review objectives for continual improvement

We use an accredited scheme to record and track our carbon emissions, in line with our reduction targets.

To support and act on this data we will pursue a programme of continuous improvement by reviewing our environmental management system and related objectives annually, setting rigorous objectives and monitoring our performance against it regularly.

United Nations Sustainable Development Goals (SDG's)

By supporting our staff, customers and communities maximise their sustainable impact, we are ourselves meeting and supporting them meet a number of the United Nations Sustainable Development Goals.

As an organisation Luxia will work towards the following SDG's to promote prosperity whilst protecting our planet.



Affordable and Clean Energy

We have contributed to SDG 7.2 to increase the share of renewable energy in the global energy mix through project work and offset funding verified by the Gold Standard.



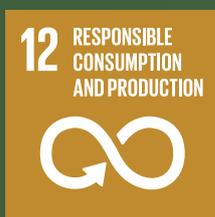
Gender Equality

We have contributed to SDG 5 by developing our company to continue to become more inclusive, where everybody belongs.



Sustainable Cities and Communities

We have contributed to SDG 11.B by working with business, communities and individuals, supporting policy and plans towards inclusion, resource efficiency and adaptation to climate change.



Responsible Consumption and Production

We have contributed to SDG 12 by acting to reduce our own consumption and by working with clients alike to be responsible and reduce, reuse and recycle.



Climate Action

We have contributed to SDG 13 to take urgent action to combat climate change and its impacts by working to and with our clients Net-Zero. This represents a direct and quantifiable impact on climate change.

Organisational demographics

Leadership

No data

Race & ethnicity

Board members (1)



Senior staff (10)



- White
- Mixed / multiple ethnic groups
- Asian / Asian British
- Black / African / Caribbean / Black British
- Other Ethnic Group

Gender identity

Senior staff (10)



- Female
- Male
- Non-binary
- Unknown or decline to state

Senior staff (10)



- Transgender
- Not transgender (cisgender)
- Unknown or decline to state

Sexual orientation

Senior staff (10)



- Gay, lesbian, bisexual
- Heterosexual or straight
- Unknown or decline to state

Disability

No data



Environmental Equity with Luxia

The luxury market is one of the most resilient markets in any commercial sector, but it still suffered at the hands of COVID-19.

As the wider luxury market recovers and rapidly returns to growth, luxury brands are being confronted with a much-changed attitudinal landscape to shopping - no longer can retailers, creators, brand owners or product developers ignore the climate crisis.

Change is required, immediately, and most crucially those who are paying for your product are leveraging their "discretion" and not engaging with brands who fail to take responsibility for our shared environment.

As a sector famed for its heavy carbon emissions, and reliance on international shopping and experiential commerce, the wider luxury sector bears more responsibility than most to amend typical luxury shopping behaviours and habits.

Contemporary luxury creators, who are launching their brand, should build their luxury service with sustainability in mind, before a single product has been made or service has been sold.

Luxury Loss and Growth

Core personal spending within the luxury sector fell by 23%¹ in 2020, losing nearly \$200 billion in the process. However, with the huge up-tick in digital luxury spending in 2020 and 2021, and the rapid re-opening of China and the east, the sector has rebounded and is now pegged for years of growth.

Consumer spending in the luxury market grew to \$309.6 billion in 2021, with the sector predicted to turn over \$382.6 billion a year by 2025.

This is driven in large part by an enormous shift of commercial activity from West to East and from older buyers to younger buyers, with China and the wider Asian commercial market accounting for most of this growth especially within the Millennial age bracket, who are coming of age and dictating global, and ethical, luxury spending.

The demographic shift in purchasing power is part of the reason why brands must consider environmental and social equity as central to their company purpose from here on - younger buyers expect brands to be more conscious of their supply chains, to buy from ethical sources, to curate a culture of circular economic practice where possible, and to ally themselves with influencers, marketing channels, magazines, periodicals, shops and e-commerce sites that share their same ethical values.

ESG isn't just a marketing tactic - it's absolutely essential to your company's future.

Luxia's Ethical Promise

We believe that start-up, emerging or small enterprise luxury companies have to be at the vanguard of sustainable practice within our market. We believe that companies can no longer be passive in our collective approach to environmental equity.

For small companies it is imperative you meet the expectations of younger luxury buyers, who are fast making up the majority of luxury purchasers.

73% of millennials are willing to spend more money on sustainable products, with 62% preferring to shop with sustainable brands.

Younger buyers are more likely to experiment with smaller or lesser known brands during and after COVID.

Our sustainability pledge is that we aim to help every company, designer, freelancer or client work towards a more sustainable future, through both our own efforts to reduce our carbon footprint as a company, and as valued partners in your journey to success.

We see this being especially helpful for our luxury clients, and aim to provide a novel form of sustainably-focused agency support that will help you and your stakeholders navigate our more renewable, protected future.

¹ <https://www.bain.com/insights/pandemic-spurs-transformation-of-luxury-market-infographic/>

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About Luxia

Luxia is committed to supporting business, government and our community to work together and drive a sustainable and low carbon future. We firmly believe that environmental sustainability, business growth and our health & well-being go hand in hand.

We work with you to understand your business and objectives, and create a sustainability strategy to help you achieve your own sustainability targets, and prepare you for future changes.



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LUXIA

By offsetting our unavoidable emissions through our partners at U Offset, we donate to a range of carbon reduction projects such as investing in renewable energy, that are certified at the very highest level by the Gold Standard.

These projects support the following United Nations Sustainable Development Goals.



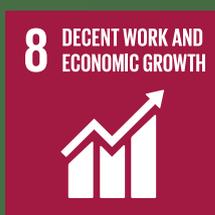
Good Health and Well-Being

Ensuring healthy lives and promoting well-being at all ages is essential to sustainable development.



Quality Education

Obtaining a quality education is the foundation to improving people's lives and sustainable development.



Decent Work and Economic Growth

Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs.



Reduced Inequalities

To reduce inequalities, policies should be universal in principle, paying attention to the needs of disadvantaged and marginalized populations.



Life Below Water

Careful management of this essential global resource is a key feature of a sustainable future.

Progress report

We've been busy in the past few months, looking for innovative ways to reduce our impact on the planet and to help improve it for the good of all, and future generations. Here's a brief report on what we have been working on behind the scenes.

Certified Carbon Neutral

October '21

Thanks to Sustainable Business Service

Our ongoing work with SBS has meant we have been able to take a holistic approach to reducing our emissions and waste.

We painstakingly went through every area of our supply chain to ensure we always opted for the most climate positive option. We have also taken steps to educate all of our onboarded freelancers to enable them to reduce their emissions when they work on projects for us.

Offsetting our unavoidable emissions

November '21

We have partnered with U Offset

Once we made all available steps to reduce our carbon emissions, we committed to offsetting our remaining CO2 with U Offset. Ideally we would like to be zero carbon, but due to elements in our supply chain like our software providers and our freelancer network, this isn't quite possible - yet...

Our 100 Trees a year pledge

November '21

We have made a pledge!

To show our commitment to the world we live in, we decided to make the pledge of planting 100 trees every year until 2030. We are also challenging other companies to do the same!



Projects our subscription has been invested in to offset our unavoidable emissions

November '21

Aliaga Wind Power Project, Turkey

Kuruwita Mini Hydro Power Project

Buenos Aires Renewable Energy Project

Project Seagrass

Eden Reforestation

Thanks to our partnership with U Offset we have been able to invest in some incredible projects around the world to offset our remaining emissions.

These projects not only reduce the amount of carbon in the atmosphere, but they have been specially selected for their positive impact on the communities in which they operate.