



FROM INSIGHT TO INFLUENCE

IMPACT SUSTAINABILITY POLICY

Prepared by Sustainability Team

2nd April 2025

Version Control

This document is version 3 of Impact's Sustainability Policy.

The table below outlines the changes made:

Section	Sub-section	Version	Description
4	4.1	V2	Updated carbon emissions figures to reflect 2022 data
4	4.1	V2	Actions taken have been updated
4	4.2.1	V2	Actions taken to support the local community and charities has been updated
4	4.1	V3	Updated number of Impact employees
4	4.1	V3	Updated the pledge signed to the MRS Climate Pledge
4	4.1	V3	Updated the chart showing share of emissions over the 3 scopes to include 2023 figures
5	5	V3	Updated the members of the sustainability team who are responsible for the policy
4	4.1	V4	Updated the chart showing share of emissions over the 3 scopes to include 2024 figures

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1. Vision

Impact commits to being a sustainable organisation that is environmentally, socially and commercially responsible; with ethics underpinning all that we do.

2. Goals

To implement this vision, the following goals have been developed:

Goal 1: Measure and continuously monitor our carbon footprint

Goal 2: Implement sustainable actions within the company to become Net Zero by 2030

Goal 3: Monitor the actions and improvements internally

Goal 4: Communicate initiatives internally and externally

Goal 5: Provide employees the opportunity to take part in initiatives to support charities and the local community

The goals are broader statements of intent and are addressed further in Impact's Sustainability Action Plan (currently under development).

3. Scope

This policy and associated procedures apply to all members of staff working for Impact and applies to all aspects of their employment, including but not limited to the office and their behaviour in the office, business travel, commute, project work, and suppliers used. We acknowledge that we have limited influence over our suppliers in the research industry and beyond, but we commit to educate them wherever possible, and create a list of preferred suppliers who support our ideals.

4. Policy

The policy is divided into 3 sections: environmental responsibility, social responsibility and commercial responsibility. The policy will go through each in turn:

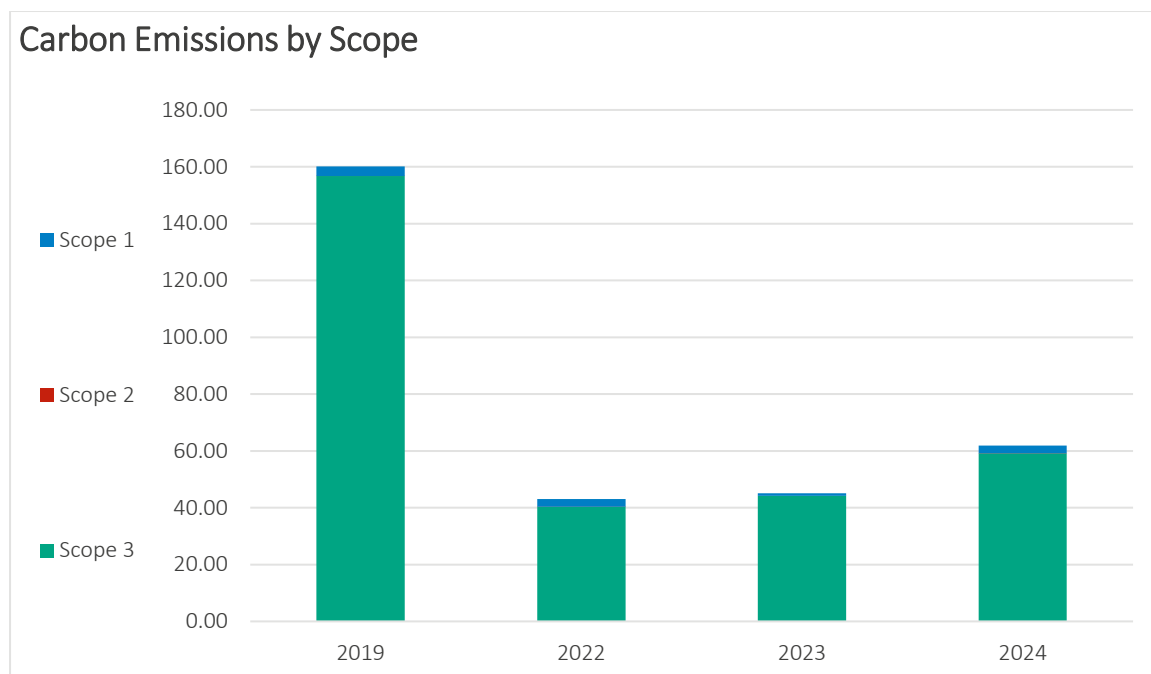
4.1 Environmental Responsibility

Impact Research is a small company of 10-15 employees, all based in one Surrey office. Our service is knowledge management; the vast majority of our deliverables are electronic and as such we have limited impact on our environment (over any other business or consumer). Nevertheless, we are passionate about reducing our carbon footprint wherever possible, and as a result we have signed the MRS (Market Research Society) Climate Pledge and committed to tracking and reducing our carbon emissions.

We work with Compare Your Footprint, a MRS approved company, to calculate our carbon footprint through categorising all the company's expenses, including, but not limited to, travel, accommodation, stationery, food & drink, software, energy, IT storage. In 2019 our carbon emissions were calculated as 160.18 tCO₂e. In 2022 our carbon emissions reduced to 43.07 tCO₂e. This level has been maintained, recording carbon emissions of 45.12 tCO₂e in 2023. Our carbon emissions have increased in 2024 to 61.93 tCO₂e. This has been largely driven by improvements in the reporting

process, which has resulted in us in gathering data for other aspects of the business that contribute to our carbon footprint.

The breakdown of our emissions for 2019, 2022, 2023 and 2024 are provided below. As an office-based B2B service provider, our emissions are predominantly scope 3.



Some of the actions we have taken so far include:

- It is an employee requirement to switch off lights and computers when not in use. The last person to leave the office must ensure this is the case;
- Use of air conditioning restricted to very hot periods (otherwise windows are opened);
- Provision of separate bins for recyclable materials and residual waste, which is collected by our waste partner Biffa;
- Our use of communication technology means that we are able to restrict our travel to those occasions where it has a strong business benefit;
- We always choose train travel over flying where possible;
- In accordance with our security policies, we do not print anything unless absolutely necessary;
- We are moving to the use of low energy lightbulbs, as original lightbulbs are replaced;
- We have indoor plants on all desks to mitigate carbon dioxide in the environment;
- We use non-toxic cleaning products;
- We reduce our water usage by using the dishwasher no more than once per day, and using an economy setting;
- We print only what is necessary. Black & white printing and double-sided printing is encouraged;
- Supply refreshments from sustainable sources;
- Training and information on environmental practices is provided to staff – and where possible our contractors.

We have an internal Sustainability team dedicated to investigating further methods we could use to reduce our carbon footprint, and how these can be implemented across the business. They are putting together Impact's Sustainability Strategy, which will contain our plan for reducing our carbon emissions and eventually becoming Net Zero and key milestones in order to achieve that. Any remaining carbon emissions we are not able to remove will be offset through an ethical company. Our Sustainability team is looking into a company to do this through, but will likely use one recommended by the MRS.

4.2 Social Responsibility

At Impact, social responsibility is defined as fair treatment of staff, respondents and suppliers, as well as supporting charities and giving back to the local community. This includes ensuring we are committed to the following:

- A strong and structured system for managing our labour standards;
- Equality of opportunity and maintenance of a culture that enables this;
- Offering a thorough internal and external training schedule, allowing all members of staff the opportunity to develop knowledge, skills and expertise;
- Fair and timely payment of all Impact employees, as well as offering additional benefits;
- Fair treatment and payment of all suppliers;
- Combatting Modern Slavery (in line with the Modern Slavery Act 2015);
- Health and safety of all Impact employees;
- Supporting charities and giving back to the local community.

4.2.1 Supporting Charities and the Local Community

Impact is passionate about supporting charities and giving back to the local community. Some initiatives we have run so far include:

- Supporting the local food bank;
- Working with a local charity (Resco) to support those in long-term unemployment to gain new skills to enable them to journey into employment;
- Taking part in Macmillan Coffee mornings to raise money for Macmillan;
- Providing donations and sponsorship to a local football team;
- Volunteering afternoon with a local charity, clearing vegetation for a Forest School.

Our internal sustainability team is currently developing a plan to run fundraiser events on a bi-annual basis for a chosen charity.

For more information regarding our social responsibility, please refer to the following policies: Modern Slavery Policy; Equal Opportunities Policy; Health & Safety Policy; Terms of Business; and Employee Handbook.

4.3 Commercial Responsibility

Impact defines commercial responsibility as the high standards expected from all employees, sub-contractors and suppliers to act ethically and with integrity. We expect all parties to:

- Commit to being honest and transparent in all that we/they do. This includes, but is not limited to, annual financial reporting; annual reporting of our carbon footprint; transparency with client and suppliers/ sub-contractors, including any work being outsourced, who the work is outsourced to, challenges with fieldwork, and/or quality issues; and transparency with

respondents, providing them with all of the necessary information to make an informed decision as to whether they take part in research or not.

- Ensure there are always measures in place to mitigate any risks in the work that we/they do, such as financial risks, project risks and/or data risks.
- Maintain the privacy and confidentiality of our clients (such as assets shared with Impact, fieldwork materials, data and reports, etc.) and respondents (such as personal details, any complaints they may have made, etc.).

Impact has a number of existing policies that cover this area in more detail, including: Anti-Bribery policy; Tax Evasion Code of Conduct; Impact Business Continuity Plan; Impact Terms of Business; Impact Respondent Privacy Policy; Non-Disclosure Agreement; and Service Level Agreement.

5. Responsibility and Review

This Sustainability Policy is the responsibility of the Sustainability Team (Tom Gould, Francesca Walker and Emma Gray) and the Board of Directors (Darryl Swift, David Pearmain and Jamie Margerison). Any amendments required and/or actions implemented will be signed off by the Board first.

This policy was last updated April 2025 and will be reviewed on a bi-annual basis.