

+ASSEMBLY

+ Impact

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LETTER FROM

OUR CEO

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As we reflect on 2024, we are committed more than ever to our global proposition to find the change that fuels growth. This is not just a tagline – it's our entire ethos. It's how our team of experts operate every day to deliver business solutions for ourselves and some of the best brands on the planet. By continuously gathering insights, analyzing data, adapting with agility and embracing innovation, we drive incredible results while working towards a more sustainable future of business.

2024 was not without its challenges. Global conflicts, economic uncertainty, and the escalating climate crisis continue to strain communities across the world. And while some are scaling back their commitments and responsibilities, Assembly is doubling down and forging ahead as a trusted and sustainable business partner.

We have always believed in the power of business as a force for good, and that belief was exemplified this past year through our sustainable media buying efforts, team pro bono work for partners like The Earthshot Prize and meaningful steps whether at work or at home to reduce carbon emissions from our teams across the globe.

Without a doubt, the most significant milestone was the achievement of B Corp certification in both Europe and APAC. More than a recognition, this was a testament to our deep commitment to doing business responsibly, ethically, and sustainably. With India, MENA, and North America next on our list, we are well on our way to becoming one of just a few agencies with global B Corp certification.

At Assembly, we are truly an Agency of Builders – driven by purpose and fueled by ambition. These accomplishments are a reflection of the passion and persistence of our people, and we couldn't be prouder.

Looking ahead, our mission is clear. We will continue to push the boundaries of what it means to be a responsible business, and align our operations with the Paris Climate Agreement, proving that profitability and sustainability can – and must – co-exist. Our ambition is to continuously evolve, enhance our impact, and inspire change across our industry and beyond.

- Rick Acampora, Global CEO



ASSEMBLY'S APPROACH TO IMPACT

ABOUT ASSEMBLY

Assembly is a leading global omnichannel media agency that merges data, talent, and technology to catalyze growth for the world's most esteemed brands. Our holistic approach weaves together compelling brand narratives with a comprehensive suite of global media capabilities, driving performance and fostering significant business expansion. Our initiatives are powered by STAGE, our proprietary operating system, and executed by a dedicated global team of over 2,300 professionals across 35 offices worldwide.

Our Initiatives are powered by



2300+ marketers



20+ countries



40 locations worldwide

APPROACH TO IMPACT

Committed to purposeful action, Assembly leads the way in social and environmental impact within the agency realm. These efforts have been recognized not only by our B Corp certification in APAC and Europe, but also with Campaign sustainability distinctions 2 years running, and AdAge's Purpose Agency of the Year in 2023.

Purpose is core to our agency, and we're driven by a singular goal: to create lasting, positive change in the world. This commitment shapes every aspect of our work, guiding us to not only pursue excellence in our services and products but also to make meaningful contributions that extend beyond the confines of our business. By embedding this purpose into our core, we empower our team, inspire our stakeholders, and engage with our community in ways that transcend traditional boundaries.

Our impact is measured not just in the success of our projects or the growth of our company, but in the tangible improvements we make across the industry, in the lives of individuals like you, and the health of our planet. Through strategic partnerships, community engagement, and a relentless pursuit of innovation, we are dedicated to solving complex challenges and enhancing the well-being of society and the environment.

Our purpose is more than a mission statement; it is a promise to ourselves and the world. It compels us to act with integrity, strive for sustainability, and work tirelessly towards a future where our collective actions contribute to a more equitable, prosperous, and sustainable world for all.



In 2015, The UN released the Sustainable Development Goals, a universal call to action to end poverty, protect the planet, and ensure peace and prosperity for all people. This global framework consists of 17 goals that have been set to be achieved by 2030 – uniting nations around the world through a common vision and blueprint for change.

Assembly has been and will continue to be committed to contributing towards the Goals through our Impact work. This year, we have contributed to 12 of the goals through a variety of our Impact actions.

1 NO POVERTY



We pay the minimum living wage in all the regions we operate within

2 ZERO HUNGER



Through charity partnerships we provided meals in Tokyo and Hong Kong

3 GOOD HEALTH AND WELL-BEING



We run initiatives globally on wellbeing and mental health.

4 QUALITY EDUCATION



Partnered with London's Brixton Finishing School, mentoring diverse & underprivileged students

5 GENDER EQUALITY



Celebrated International Women's Day & worked with GET Phluid to create spaces in the workplace for the LGBTQIA+ community

6 CLEAN WATER AND SANITATION



We have set reduction targets globally for our water usage

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Our London Blue Fin office uses 100% renewable energy

10 REDUCED INEQUALITIES



We proudly hosted Pride events in several of our regions

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



We are B Corp in Europe and APAC & we are members of the Conscious Advertising Network

13 CLIMATE ACTION



Through B Corp and our EMS we monitor, measure and report on our Environmental Objectives

15 LIFE ON LAND



In London we volunteered with Oasis Waterloo Farm

17 PARTNERSHIPS FOR THE GOALS



We have partnered with our clients and sustainable industry bodies such as Ad Net Zero

By aligning with the SDGs and enshrining them into our sustainability strategy, Assembly not only contribute to a sustainable future but also benefit from increased consumer trust and market differentiation.

WE ARE DRIVEN BY OUR CORE VALUES



AT ASSEMBLY WE SHOW UP.

For ourselves, our colleagues, our clients, and the business. Showing up is more than just being present; it's about taking the space in front of us to create an environment where growth is both personal and collective.

Every time we show up, we have a chance to make connections, discover new ideas, and create opportunities for ourselves and each other.



WE ARE AN ASSEMBLY OF CHANGE MAKERS.

We understand change and growth aren't easy concepts to live by, but we see opportunity in every challenge, and we take change head on. We're intentional about everything we do. We iterate and experiment. We're dedicated to taking the steps, both big and small, to make change for the better – for ourselves, our colleagues, our clients, our business, and the world around us.



WINNING WELL ISN'T JUST ABOUT SUCCESS;

It's about understanding the road to victory is just as important as the prize itself. Winning well takes character – a moral compass driven by integrity, responsibility, and passion to do what's right, even when it's difficult. When we win well, we embrace competition and strive for excellence but not at the cost of those around us. We are generous with our colleagues and partners, because we understand we'll get a lot further together.

2024

ACHIEVEMENTS

Assembly has strengthened its commitment to purpose-driven business, realizing several goals in 2024 that drive lasting impact. Most notably, we proudly secured B Corp certification in APAC and Europe, reinforcing our dedication to ethical and sustainable practices, while also setting ambitious GHG emissions reduction targets to advance our journey toward a lower carbon footprint.

Through innovative initiatives and responsible media strategies, Assembly further embedded sustainability into its core business, driving meaningful change for our industry and the brands that we serve. These efforts set a new market standard for accountability and earned Assembly numerous prestigious awards in several key regions, cementing our reputation as a global leader in purpose-driven marketing.



Ultimately, we turned our ambitions into action across the following areas:

DONATIONS & VOLUNTEER WORK

337 employees volunteered globally 872 volunteer hours accumulated globally \$100,000+ donated to charities globally

CARBON FOOTPRINT

166,044.58 tCO₂e 2024 total emissions 86kg average CO₂e footprint per employee

Launched **ASSEMBLY unplugged** an initiative whereby all staff intentionally paused, powered down, and stepped away from technology to reduce our community's power usage and boost mental health. We saved approximately 259 kg of CO₂.

EMPLOYEE EXPERIENCE

Being a B Corp (APAC and Europe) has united our 2300 employees from every corner of the world and positively connected them through a singular vision of balancing Profit and Purpose

92%

92% of employees globally completed NAVAX trainings: Ethics and Code of Conduct, Global Anti-Briber, and Corruption and Workplace Harassment

AD NET ZERO
ALL FOR NONE

Partnered with Ad Net Zero to deliver Sustainability in Media Training for a Live Townhall in Europe and launch a bespoke live training event, engaging over 100 employees worldwide

Assembly's gender diversity split is **44% Male to 56% Female**

the global diversity stats are 60% Male to 40% Female (World Bank, International Labour Organisation)

ACCOLADES & CERTIFICATIONS

NORTH AMERICA:

Impact Awards 2025 by givslly Sustainable Stewards & Purpose Pioneer (Shortlist)

AGENCY PERFORMANCE REVIEW 2024 by Exchange 1113 Sustainability Standout Distinction

Certified B Corporation IN APAC AND EUROPE

EUROPE:

campaign AD NET ZERO awards Best Practice in Sustainability (Shortlist)

TheWires Awards 2024 by Exchange 1113 Best Sustainable Solution (OVO Energy + Goodstuff)

PEOPLE FIRST PROMISE PFP IDA Badge of Honour in the UK

OUR JOURNEY

[B Corp Europe ▶](#)[B Corp APAC ▶](#)

TO B CORP

Certified



Corporation

The B Corp certification is a respected recognition given to companies who can demonstrate strong standards for social and environmental responsibility, transparency, and ethical business practices.

B Corps growing global movement places Assembly on a prestigious list of around:



8,000 COMPANIES



ACROSS 158 INDUSTRIES



WITHIN 93 COUNTRIES

each committed to using business as a force for good.

As an agency, this demonstrates our commitment to our clients and prospective clients, setting us apart from the pack as a business that makes decisions for the betterment of our people, planet and partners, not just profits.

Being a B Corp ensures we measure what matters. Through the B Impact lens, we scrutinized our existing policies and procedures which cover five major impact areas. Examples of how we do this include:



Governance - At Assembly we demonstrate transparency to all our stakeholders regarding our social and environmental performance by annually publishing our Impact Report.



Workers - We ensure all our regions pay the living wage. We carry out employee surveys to ensure our workers voices are heard.



Environment - With our improved 2024 carbon emission data we are looking to set Science Based Targets in 2025.



Customers - We are developing our Clean Media Tool to help our clients to achieve carbon reductions.



Community - We support our neighbourhoods by engaging in local volunteer work; from Blood Donations to Beach Cleans.



‘AT ASSEMBLY, WE AIM TO BRING PURPOSE INTO OUR EVERY DAY, AND B CORP CERTIFICATION IS JUST ONE OF THE WAYS THE COMPANY’S MISSION IS BEING REALIZED.’

Gaby Sethi, Global Head of Impact

Being a B Corps has given us a clear mission of how to balance profit with purpose, we believe that this will resonate strongly with our existing clients and allow us to attract clients who prioritize ethical business practices and social responsibility. Being a B Corp means we are committed to continual improvement in sustainability, ethics and employee welfare as well as giving a positive client experience by improving transparency, accountability, and employee engagement.

IMPACTING CLIENTS

PRO BONO WORK

At Assembly, we aim to be a part of the solution to the urgent environmental challenges facing our planet. To create a safe and healthy future for generations to come and to continually find ways to create a positive impact, we need to not only look inward at our internal operations and client work, but also outwardly by supporting organizations who are making waves in this field.



THE EARTHSHOT PRIZE

Assembly's first ever global pro bono partnership, and it is important for many reasons. It has given us the chance to unite employees across our global network around such an important issue and we were able to demonstrate our find-change-grow proposition to create positive impact on a global scale.



THE EARTHSHOT PRIZE

CASE STUDY

WHAT IS IT?

A global prize founded by Prince William in 2020 designed to incentivize change and help repair our planet over the next 10 years. The Earthshot Prize's challenge to the world is based on five Earthshots, which are simple but ambitious goals for 2030, which, if achieved, will improve life for us all.



**Protect &
Restore Nature**



**Clean
Our Air**



**Revive Our
Oceans**



**Build a
Waste-free World**



**Fix Our
Climate**

IMPORTANCE OF THIS PARTNERSHIP

The Prize is built on innovation, inspiring talent and a drive to save the environment: three areas that are hugely reflected in Assembly's values. The intention for this partnership was to support The Earthshot Prize by using our expertise to increase their reach and growth in the lead up to their awards ceremony in November 2024 in Cape Town, South Africa. Thus, connecting people and reaching audiences to build awareness around the incredible Earthshots they support.

WHAT WE DID

11 employees volunteered collectively for over 100 hours dedicating their expertise in accelerating growth in the following specialisms:



SEO & Tracking



Media planning & Targeting



**Marketing insights & Campaign building
support**



Support with CTA campaign rollout



**Insights & Expertise around activating
youth with sustainability**

Our employees were able to collaborate with The Prize's global colleagues whilst gaining valuable experience working with a high-profile non-profit organization that is delivering real change around the world.

PARTNERSHIP IMPACT

We helped The Earthshot Prize gain a deeper understanding of their target audience in new markets, by delivering insights which identified key audience behavior and preferences, enabling them to tailor messaging effectively. The data provided helped build comprehensive media plans enabling a clearer understanding of potential audience sizes in key markets.

“

**THE EXPERTISE PROVIDED BY
ASSEMBLY WAS INVALUABLE,
HELPING US DELIVER IMPACTFUL
CAMPAIGNS AND BETTER
UNDERSTAND OUR AUDIENCES.**

**Jess Elder,
The Earthshot Prize, Head of Digital Marketing**

IMPACTING PEOPLE

A Global Community Unified by One Vision

New York
Los Angeles
Minneapolis
Detroit
Baltimore
Toronto
Montreal

Hong Kong
Bangalore
Tokyo
Seoul
Shanghai
Singapore
Sydney
Taipei City

Buenos Aires
Sao Paulo
Mexico City
Santiago
Lima

Dubai
Riyadh
Cairo

London
Hamburg
Paris
Amsterdam
Milan
Barcelona
Warsaw
Poznań

2,300+

marketers

20+

countries

40

locations

50

languages

OUR WELLBEING & CULTURE

Employee Voice measured through Global Annual Engagement Surveys conducted across all our regions, and the responses contribute to our sustainability strategy. Europe additionally uses Self Space and Lyra Wellbeing app and Assembly Cares for our North American offices. Globally we launched the Employee listening tool Culture Amp.

Fair Compensation and Benefits – We carry out regular industry benchmarking ensuring that compensation and benefits are competitive and in line with the regional basic legal requirements. Compensation structures, benefits packages, paid leave policies, and other worker protections are in line with B Corp principles and high standards.

Hybrid Flexible working is offered to all employees globally.

Diversity Equity and Inclusion initiatives include Gender, Race, Ethnicity & Culture, Working Parents & Carers, Disability, Neurodiversity, Mental Health and Wellbeing. Our European offices are encouraged to use (ERG) Together+.

Highlights of Regional Support include offering staff Impact Days for volunteering, providing mental health resources, and, in the UK, access to a private therapy solution.

EUROPE



Our Together+ team, made up of volunteers from across Assembly, have created a pillar group called MIND – this group is dedicated to tackling the topic of Mental Health and raising awareness across the year.

INDIA



Offers regular Yoga sessions (both online and offline) to support mental health.

MENA (MIDDLE EAST & NORTH AFRICA)



Launched the LVL Wellbeing Platform, which provides personalized tools and a supportive community to enhance employees’ physical, mental, and financial wellbeing. Additionally, MENA has introduced a Wellbeing Committee to organize social events across key cities like Dubai, Riyadh, and Cairo.

APAC



Launched the “Mindful Moves” initiative during Mental Wellness Month to support employee well-being. A total of 74 employees across the region participated in a two-week, 10,000-steps challenge, reinforcing the link between physical activity and mental health.



NORTH AMERICA



In honour of Black History Month, North America welcomed wellness advocate Tai Beauchamp, founder of Morning Mindset for an ultimate wellness experience focused on the power of intentional reflection, breathing techniques, and open dialogue.



To celebrate Women’s History Month, we welcomed financial expert, author, and “finfluencer,” Ashley Feinstein for a financial wellness webinar.

LEARNING & DEVELOPMENT

At Assembly, we believe that learning is a continuous journey, not just an event. Our approach to Learning and Development (L&D) is rooted in the conviction that growth is driven by curiosity, collaboration, and a relentless pursuit of excellence. We are committed to fostering a culture where learning is both personal and collective, where every individual is empowered to thrive, and where teams grow stronger together.

We encourage employee growth, career advancement, and professional development. Each region has their own budget for training, mentorship, and leadership opportunities. Our 2024 activities included:

EMPLOYEE DEVELOPMENT



MENA have focused on a variety of initiatives specific to different levels of seniority within the agency.

PITCH ACADEMY



Europe have developed a full-day, interactive training workshop designed to equip team members with the skills, confidence, and process knowledge needed to contribute effectively to new business pitches. Led by senior leaders, the training covers pitch strategy, storytelling, and live simulation exercises to mirror real-time pitch pressures. It's a practical, hands-on course that demystifies pitching and builds confidence across the business.

ASSEMBLY ACADEMY



An annual series of internal (technical and soft skills) competency trainings which are available globally.

EXTERNAL LEADERSHIP DEVELOPMENT PROGRAM



MENA organized their first leadership development offsite in collaboration with our external partner (ALNAAS Advisory) in December 2024. The main purpose of this event was to take a step away from day-to-day work to really dive into the skills our senior team members needed to become successful leaders, build high-performing teams, develop people first cultures, and achieve their ambitions.



CLEAN MEDIA LAB

We continue to develop our Clean Media Lab which was launched in 2023. Our objective is to have the biggest impact for our clients whilst having the smallest impact for the planet. Clean Media Lab focuses on three aspects:

FIND



We use robust methodology to **FIND** the carbon emissions from a campaign

CHANGE



Planning recommendations and considerations will **CHANGE** the way the campaign is executed

GROW



Clients **GROW** towards business and sustainability KPIs

We piloted Clean Media Lab for one of our health and lifestyle brand clients – which is also a B Corp – to understand the potential impact for other clients.

We tracked their overall and average carbon emissions from their programmatic activity and were able to see this at site level. After reviewing the first couple of months of data, we deciphered that there were two core sites that were contributing a disproportionate level of emissions, and simultaneously performing poorly on performance metrics such as viewability. Understanding that these sites were both hindering campaign performance and increasing carbon emissions significantly, we excluded them for our site list the follow month.

▼ **12%**

decrease in
average emissions
per impression for
0.17g to 0.15g



**saved
98kg CO₂e**

in the following
month.

We then piloted a second study in 2023, partnering with our sister company, Good Stuff, and leveraged Clean Media Lab to launch an industry-first DOOH campaign for OVO Energy.

The campaign only displayed ads at times when the electricity grid was primarily powered by renewable energy. This Campaign went on to win Campaign Media Awards 2023 for Product Innovation category. The campaign then went on to win Best Sustainable Advertising Solution for The Wires in 2024. We are currently looking to expand the Clean Media Lab capability to all clients globally.



IMPACTFUL PARTNERS

NORTH AMERICA

North America partnered with Givslly, an organization enabling the industry to achieve responsibility goals. Givslly partnership for 'Season with Swag', who engaged our teams in culture building while also giving back to people in need over the holiday season.



GET Phluid is a comprehensive diversity and inclusion training program we worked with to ensure we have the skills to spearhead inclusion initiatives and create affirming spaces in the workplace for the LGBTQIA+ community, specifically transgender, non-binary.



We continued our partnership with WeAre8, the social platform that puts people, the planet, and charities at the heart of economics.



EUROPE

In Europe, we began our partnership with London's Brixton Finishing School. The school run award-winning programmes for under-represented talent aimed at improving diversity in the marketing, advertising and communications industries.



HONG KONG

Hong Kong have been working with NGO Mother's Choice, helping children find foster and permanent homes. Additionally, they have been sharing hot meals, taken part in Beach Cleaning in Tai O (28 Staff), as well as sharing MoonCakes with Be the Eyes.



TAIWAN

Taiwan worked with TongZhi Hotline Association which provides counselling and support for the LGBT community to drive donations through our pro bono activation work.



CONTINUED:

SINGAPORE

Singapore have been volunteering at Children Wishing Well warehouse packing at the Food Bank.



TOKYO

Tokyo have participated in food bank donations and hosted fundraising night event for Children's Cancer Charity 'Fight Night'.



DUBAI

Dubai organized an Iftar Cultural Team Social and a blood donation event in 2024.



EGYPT

Egypt also organized a Blood Donation volunteers as well as Animal Welfare programme organized events, Iftar Socials and Food Donation collections.



SAUDI ARABIA

Saudi Arabia took part in Community Giveback Events, Iftar Social Event and a Team Get Together & Learning Event.



ENVIRONMENTAL IMPACT



Total emissions in 2024 were:

166,044.58 tCO₂e

Scope 3: 165,536.37 tCO₂e

Scope 1: 58.57 tCO₂e

Scope 2: 449.64 tCO₂e

Year on Year Changes Globally

	2023	2024
Scope 1	164.10 tCO ₂ e	58.57 tCO ₂ e
Scope 2	433.00 tCO ₂ e	449.64 tCO ₂ e
Scope 3	88,116.00 tCO ₂ e	165,536.37 tCO ₂ e
Total	88,713.10 tCO ₂ e	166,044.58 tCO ₂ e
Emissions per employee	52 kg CO ₂ e	86 kg CO ₂ e

An overview of changes in our carbon emissions between 2023 and 2024

Scope 1 - There has been a significant decrease in natural gas and generator fuel consumption. In 2023, assumptions were made on the usage and consumption of natural gas for heating, and generator fuel usage but with the availability of more accurate data this year, we've been able to correct those estimates – resulting in a reduction in our reported Scope 1 emissions for 2024. Additionally, the move to our new, more energy efficient London office has further contributed to lowering our overall natural gas consumption.

Scope 2 - Emissions have remained broadly consistent year on year. This decrease reflects enhanced data accuracy, incorporating actual consumption figures for electricity, and both purchased heating and cooling, replacing prior reliance on estimated values.

Scope 3 - In 2024, we implemented a more robust and comprehensive carbon data collection process, enhancing the accuracy and transparency of our emissions reporting around Purchased Goods and Services and Business Travel. As a result, our reported emissions have increased because improved data accuracy has provided greater visibility into areas that were previously underreported or based on estimates. For example, by switching from spend-based to distance-based data for air travel, we've significantly improved the precision of our footprint calculations.

Other factors to take into consideration:



Our global employee headcount has increased by 14%



There was an overall improvement of the number of datasets provided from all regions reflecting previously untracked sources



We obtained a larger proportion of emissions data based on actual measured values as opposed to estimates

Obtaining more detailed and reliable data is a positive step forward for Assembly. It enables us to better identify opportunities for reduction and take targeted action. This advancement marks a key step toward more informed climate action and stronger accountability. We're fully committed to minimising our environmental impact, and this data is essential to drive meaningful change. We intend to use 2024's data as our baseline year.

Global Emissions Data

Scope 1,2 & 3	Emission Category	2023	2024
Scope 1	Mobile Combustion	0.10 tCO ₂ e	0.07 tCO ₂ e
Scope 1	Fugitive Emissions - Refrigeration	66.00 tCO ₂ e	18.47 tCO ₂ e
Scope 1	Stationary Combustion - Facility	97.00 tCO ₂ e	33.49 tCO ₂ e
Scope 1	Stationary Combustion	1.00 tCO ₂ e	6.54 tCO ₂ e
Total Scope 1		164.10 tCO ₂ e	58.57 tCO ₂ e
Scope 2	Purchased Heat & Steam	47.00 tCO ₂ e	17.15 tCO ₂ e
Scope 2	Purchased Electricity - Facility	386.00 tCO ₂ e	432.49 tCO ₂ e
Total Scope 2		433.00 tCO ₂ e	449.64 tCO ₂ e
Scope 3	1. Purchased Goods & Services	81,185.00 tCO ₂ e	164,195.80 tCO ₂ e
Scope 3	2. Capital Goods	4,392.00 tCO ₂ e	85.43 tCO ₂ e
Scope 3	3. Fuel and Energy Related Activities	117.00 tCO ₂ e	222.98 tCO ₂ e
Scope 3	4. Upstream Transportation and Distribution	10.00 tCO ₂ e	1.25 tCO ₂ e
Scope 3	5. Waste Generated in Operations	10.00 tCO ₂ e	12.03 tCO ₂ e
Scope 3	6. Business Travel	1,258.00 tCO ₂ e	548.87 tCO ₂ e
Scope 3	7. Employee Commuting	1,144.00 tCO ₂ e	470.01 tCO ₂ e
Total Scope 3		88,116.00 tCO ₂ e	165,536.37 tCO ₂ e
Grand total of all scopes		88,713.10 tCO ₂ e	166,044.58 tCO ₂ e

Methodology behind our calculations

Assembly Global has used Carbon Management and Accounting platform Persefoni to calculate its FY2024 GHG emissions inventory. This includes scopes 1, 2 and 3 according to the GHG Protocol. Scope 2 is calculated using the Dual Reporting approach defined by the Protocol to include both market-based and location-based electricity analysis.

Scope 3 categories are calculated using activity data where available and any data gaps are estimated or extrapolated based on wider company activities or building averages to ensure robust and comprehensive coverage of all of Assembly Global's operations globally. Regionally specific emission factors have been used for emissions calculations with latest emissions factors from a wide range of sources.

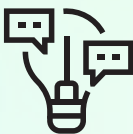
ENVIRONMENTAL MANAGEMENT SYSTEM (EMS)

Through our EMS we assess
Energy, Waste & Water.

OUR DATA
REPORTING TO
IDENTIFY AREAS
WHERE WE CAN
IMPROVE



COMMUNICATE
AND REPORT OUR
PROGRESS ACROSS
THE ORGANIZATION



MONITOR AND
MEASURE OUR DATA
TRACKING THROUGH
OUR CARBON
PLATFORM



Waste

Treatment Type	Treatment Method	Waste
Directed to Disposal	Incinerated without Energy Recovery	40.65
	Landfilled	20.61
	Incinerated with Energy Recovery	6.22
Diverted from Disposal	Recycled	61.05
Total Waste		128.53 t

Water

Activity Type	Source / Destination	Quantity
Consumption	N/A	0.01
Discharge	Third Party Water	5.70
Recycled	N/A	0.00
Withdrawal	Third Party Water	5.60
	Groundwater - Non-Renewable	0.12
Total		11.43 ml

KEY DATA COMPARISON YEAR ON YEAR

	2023	2024
Emissions per employee	52kg CO ₂ e	86kg CO ₂ e
Volunteering (employees)	-	337
Volunteering (hours)	803	872
Donations	\$114,750.00	\$100,041.00
Carbon emissions	88,713.1 tCO ₂ e	166,044.58 tCO ₂ e
Residual Waste	16.07 tonnes	67.95 tonnes
Recycling	32.27 tonnes	61.05 tonnes
Water	-	11.42 megalitres
NAVEX training completion	90%	92%
Gender diversity split	-	56% Women / 44% Male

CONTINUAL IMPROVEMENT

Our plans for 2025 and beyond

01

CLEAN
M E D I A L A B

Roll Clean Media Lab out to more clients to reduce their carbon footprint

We are committed to further developing Clean Media Lab and taking it to our clients. In addition, we are exploring other ways in which we can decarbonize our own media supply chain

02

Certified



Progress with Assembly's global B Corp certification, with MENA & India to be certified next

Following Europe and APAC's B Corp certification, we are now accelerating our efforts across our other regions, with MENA and India to be certified next

03



Unite globally around causes that matter most to our people

As a growing global agency with over 2,300 people around the world, there is a brilliant opportunity to unite people behind social and environmental causes. In 2025, we will be looking for new ways to bring our people together to make a positive impact on the world around us

04



Launch Purpose champions and set science-based carbon emissions targets to reduce our environmental impact

We aim to launch Purpose Champions in 2025 to engage 2,300 individuals in advancing our sustainability goals. By mobilizing teams across our offices, we will encourage innovative solutions to reduce our environmental impact and set science-based carbon emissions targets

THANK YOU

To our global teams, partners, suppliers, and the communities we've had the privilege to work with, we appreciate your continued support. Together, we've been able to pursue our ambition of building a more resilient and sustainable business.

We're excited to build on this momentum and continue strengthening our sustainability efforts to create even greater impact in 2025.

If you have any questions or want to discuss how we can collaborate on your sustainable media journey, please reach out to us at Impact@assemblyglobal.com.