

WDC CREATIVE

Environmental, Social and Governance (ESG) Policy

Purpose-driven creativity with responsibility at its core

At WDC Creative, we are committed to operating with integrity, creativity and care. Our ESG Policy underpins our mission to solve creative challenges in a way that delivers long-term value for clients, communities and the planet.

This policy complements our **Sustainability Manifesto** and our **Good and Fair Work Policy** and outlines the principles that guide how we minimise environmental impact, support social wellbeing, and uphold good governance across all of our work.

We align our approach with the United Nations Sustainable Development Goals (UN SDGs) to ensure our actions contribute meaningfully to global sustainability and social progress.

1. Environmental responsibility

Designing for a low-impact, regenerative future, aligned with:

SDG 12 – Responsible Consumption and Production

SDG 13 – Climate Action

SDG 9 – Industry, Innovation and Infrastructure

We recognise our role in shaping more sustainable environments through our design work, processes and partnerships. We commit to:

- Embedding sustainable thinking at every stage of our creative process, from concept to execution
- Prioritising low-carbon, recyclable, reusable or responsibly sourced materials in interior and graphic design
- Minimising design waste through smart prototyping, modular thinking and long-life asset planning
- Offering clients lower-impact alternatives for physical production and installation
- Designing digital experiences (e.g. websites, screens, platforms) with energy efficiency in mind, using sustainable hosting wherever possible
- Keeping informed of emerging sustainable materials and approaches through industry networks and continuous learning

WDC Creative Ltd

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We also encourage clients to embrace sustainable innovation and work collaboratively to push boundaries that benefit people and planet.

2. Social impact

Championing equity, wellbeing and opportunity, aligned with:

SDG 8 – Decent Work and Economic Growth

SDG 10 – Reduced Inequalities

SDG 5 – Gender Equality

SDG 4 – Quality Education

We are proud to be a values-led business that puts people first. We commit to:

- Providing a respectful, flexible and inclusive workplace for all staff, freelancers and collaborators
- Paying all staff and freelance contractors at or above the Real Living Wage
- Ensuring fair hiring, pay equity and inclusive opportunities for career progression
- Creating inclusive and accessible experiences in our design outputs, considering diverse user needs
- Supporting creative education through outreach, mentoring and engagement with schools and local communities
- Building strong internal culture based on support, listening and collaboration

Our team is our greatest asset. We invest in them not just professionally, but as individuals contributing to a better creative industry.

3. Ethical governance

Running a transparent, honest and accountable business, aligned with:

SDG 16 – Peace, Justice and Strong Institutions

SDG 17 – Partnerships for the Goals

Good governance is the foundation of everything we do. We commit to:

- Conducting our business ethically, lawfully and in full compliance with applicable regulations

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- Maintaining clear internal policies on [anti-corruption](#), [anti-bribery](#), and [conflict of interest](#)
- Protecting client and stakeholder data with robust privacy, security and IP protocols
- Embedding ESG criteria in supplier selection and relationship management
- Collaborating with clients and supply chain partners to raise environmental, ethical and creative standards together
- Making decisions transparently, with environmental and social value considered alongside commercial outcomes

Monitoring, accountability and review

To ensure our commitments translate into real impact, we will:

- Assign internal ESG oversight to our Commercial Manager (Anna Hall), supported by the wider leadership team
- Review and update this policy annually to reflect new guidance, legislation and industry practice
- Conduct internal reviews of our ESG performance at the end of 2025 and in subsequent years
- Begin assessing suppliers and key collaborators against our ESG criteria from 2025 onwards
- Maintain clear documentation of ESG activity and track progress against defined goals

Scope of application

This policy applies to: All WDC Creative employees, directors, freelancers, contractors, suppliers and partners across all projects and geographies.

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