



Primary Goal

Sustainability Policy

Introduction and Purpose

Primary Goal take our Corporate Social Responsibility (CSR) seriously and we recognise that our business operations and processes may have an impact on social, economic and environmental issues outside of the workplace. We believe that the way we run our business can and should make a positive difference in these areas and one way we can achieve this is by operating a policy that focuses on sustainability and reducing our carbon footprint.

As a fully remote company, we have unique opportunities to implement sustainable practices by leveraging technology, reducing waste, and promoting ethical choices in both our operations and partnerships. This policy outlines our approach to sustainability across all areas of our business.

In all cases, Primary Goal will:

- Integrate the consideration of environmental concerns and impacts into all our decision making and activities.
- Promote environmental awareness among our employees and encourage them to work in an environmentally responsible manner (i.e., switching off all electronic devices used for work purposes when not in use).
- Encourage staff to travel sustainably where travel is required as part of their role.
- Communicate our environmental commitment to clients, customers and the public and encourage them to support it.
- Strive to continually improve our environmental performance and minimise the social impact and damage of activities by periodically reviewing our environmental policy considering our current and planned future activities.

Environmentally Conscious Conduct

As Primary Goal operates remotely, staff are expected to adhere to this policy within their personal working environments. We are committed to ensuring that the environmental impact of our operations is as minimal as possible. We therefore expect all staff to be mindful of ways in which they can reduce unnecessary waste or pollution whilst conducting daily duties. These include, but are not limited to:

- Avoiding any unnecessary printing to conserve paper, choosing to store documents digitally instead.
- Keeping travel to a minimum by using other forms of communication, such as online meetings or email.

- Using re-fillable water bottles to avoid plastic waste.
- Ensure all waste is recycled where appropriate.
- Turning off all electrical appliances when not in use, such as computers.

Sustainable Travel

Reducing business travel wherever possible is important to achieve our net zero target. While we understand that it can be important to meet clients in person to build rapport, especially at the outset of a business relationship, we encourage employees to consider meeting customers and clients or other business contacts (new or existing) virtually as a first resort.

Where it is necessary to travel for business purposes, employees must consider both the cost and the carbon footprint of the journey and chosen mode of transport (which may not be the easiest or most convenient option available).

Before travelling for business purposes, employees must first seek permission from their line manager, or the Chief Operating Officer to ensure the purpose of travel is essential. Primary Goal will reimburse the reasonable cost of necessary business travel, subject to receipt of satisfactory evidence of expenditure and provided approval has been obtained for the journey and its cost and method in advance. The Company may refuse to approve your journey at its discretion or may impose conditions, such as requiring you to travel by an alternative, more sustainable means.

It is not expected that Primary Goal employees will be required to conduct Company business outside of the UK. However, if travel outside the UK has been requested, we will consider any Foreign Office travel advice to ensure the country is safe to travel to. No employee will be required to travel when there is a high risk involved.

Social Responsibility

Primary Goal promote a diverse and inclusive workplace which strives to provide equal opportunities for all employees. We will also seek to engage with any relevant community projects and initiatives that promote environmental protection, conservation, and social well-being.

Economic Responsibility

As a Company, we want to ensure that our investments and partnerships align with our own ethical, sustainable and socially responsible practices. Therefore, before embarking on new business relationships, Primary Goal will assess these factors to ensure they meet our expectations.

In all cases, we expect no lesser standards from our business partners. This policy will be made available to all partners and third parties engaging in business with Primary Goal to communicate our expectations.

Supporting Policies and Documents

This policy should be read alongside the following Primary Goal documents:

- Employee Handbook
- IT Policy
- Equality, Diversity and Inclusion Policy
- Whistleblowing Policy

Review

Primary Goal will continue to review the contents of this policy annually.