

Communication on Progress (COP)

Reporting year from 31st January 2021 to 31st January 2022

About Fluid Branding

We're a B Corp on our way to Carbon Net Zero by 2030.

At Fluid, we deliver consistently high quality promotional merchandise. That's what we do and we're proud of doing it really well. We want our merchandise to be more than just 'give-aways', to make a lasting, meaningful impression of your brand on your customers.

But beyond that - beyond just selling branded merchandise, our purpose is to create a culture of change that pushes us to do things better every day. Better for our customers, for the environment and for our people here at Fluid.

And from Aug 2021, we began planting a tree with every order!

Statement of continued support

A message to our stakeholders from the Managing Director

I am pleased to confirm that Fluid Branding reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this, our first, annual Communication on Progress, we describe our policies and actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations.

We also commit to sharing this information with our stakeholders using our primary channels of communication.

Miles Lovegrove - Managing Director

Description of Actions

Human Rights

Businesses should support and respect the protection of internationally proclaimed human rights; and make sure that they are not complicit in human rights abuses.

Fluid Branding believes that it is important to behave in a socially and ethically exemplary way. We believe that we are responsible for the people who take part in the production and support of our products and services worldwide. We believe that people whose work contributes to our success should not be deprived of their basic human rights, nor be forced to suffer physically or mentally from their work in any way.

Fluid Branding expects employers to respect fundamental human rights, to treat their workforce fairly and with respect. In order to make our position clear to our own staff, our suppliers and any other affected parties, we have documented an Ethical Policy.

This directive is applicable to Fluid Branding operations as well as Fluid Branding suppliers through our Key Supplier Partnership Programme Agreement. All Fluid Branding suppliers are also requested to sign an Ethical Trading Initiative (ETI) Base Code of Conduct.

Labour

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining. They should aim to eliminate all forms of forced and compulsory labour and strive for the effective abolition of child labour. Discrimination will not be tolerated.

Fluid Branding is passionate about its people and believes strongly that we can only meet our business objectives through a well-trained, empowered and motivated workforce who also enjoy working with us. We aim to be a fair and respected employer, one valued by its employees.

- Fluid Branding offer fair and equal employment opportunities for all - regardless of gender, race, religion, or age.
- We provide a good quality working environment, the most appropriate technology and equipment, and individual attention to career planning and support.
- We will always provide the right level of health and safety equipment and training.
- We aim to not just meet, but exceed, the necessary legislation.
- We will communicate properly our company aims, values and objectives, and consult our people about all relevant issues.

We are committed to ensuring that there is no modern slavery, servitude and forced compulsory labour or human trafficking in our supply chains or in any part of our business. Our Anti-Slavery policy reflects our commitment to acting ethically and with integrity in all our business relationships and to implementing and enforcing effective systems and controls to ensure slavery and human trafficking is not taking place anywhere in our supply chains.

We comply with minimum wage standards and provide a living wage to our staff.

Environment

Businesses should support a precautionary approach to environmental challenges and undertake initiatives to promote greater environmental responsibility.

Fluid Branding seeks to operate its business in a sustainable way, which minimises our impact on the environment. We operate a process of continuous improvement that reacts quickly to new advice and will seek always to apply the most up to date standards.



Our Environmental and Quality Management Systems are certified to ISO14001 and ISO9001 respectively, both of which are UKAS accredited.

Our process takes account of several factors. Internally the approach manifests itself through the intelligent and minimal use of resources such as energy and water and effective waste handling, promoting multi-material recycling with zero-tolerance to landfill.

Externally we shall ensure that product suppliers hold similar values and have a process-driven approach in this area. We shall then consult with clients on environmentally positive alternatives when developing merchandise programmes as well as ensuring a continual focus with transport partners on programmes to reduce emissions impact.

Back in 2019, we became the first UK promotional merchandise company to become a Certified B Corporation. Clearly stating our intention by joining a global community of companies using business as a force for good, redefining success in business and helping to build a more inclusive and sustainable economy, meeting higher standards of social and environmental performance, transparency and accountability. Balancing profit and purpose and reinforcing our brand's vision of Meaningful Merchandise and Exceptional People.



In July 2020, we announced our commitment to becoming [carbon net zero by 2030](#), alongside over 700 other certified B Corporations. Our commitment is 20 years ahead of the 2050 targets set in the Paris Climate accords.

We recognise that all our activities interact and have an effect on the environment and are committed to minimising adverse impacts and improving process efficiency. In particular, this will be achieved through our commitment to:

- Compliance or to exceed applicable environmental legislation.
- Strive for continual improvement and to review potential environmental impacts of all activities in the supply of promotional merchandise.
- Commit to the reuse and recovery of waste, as opposed to disposal wherever possible.
- Strive for continual improvement in environmental performance through setting objectives and targets in selection of new and developing product ranges.
- Ensure staff and contractors are aware of environmental performance requirements and are trained and competent in environmental matters.
- Influence suppliers, contractors and other business partners to adopt environmental best practices or subscribe to equivalent environmental standards.
- Engage in dialogue with suppliers to encourage their participation in environmental best practice.
- Communicate and engage in dialogue with interested parties.

Our achievements so far...

- We have committed investment into solar and wind farms which are producing energy right now!
- We moved to our brand new HQ which is super energy efficient, is powered by solar panels and is a BREEAM Excellent building through 3rd party certification.
- Other offices that are not powered by solar panels use renewable energy from Good Energy.
- We have a vast range of environmentally considered and sustainable product options available for our clients.
- We are working with the supply chain manufacturing these products to improve the way environmental information is gathered, measured and shared.
- We've launched an Electric Vehicle Lease Scheme for all team members.
- We have adopted the SDGs and completed the SDG Action Manager.
- We have invested in a Climate Positive Workforce

A Tree with Every Order

From Aug 2021, we began planting a tree with every order!

At the time this report was submitted, Fluid have planted over 22,000 trees. Our trees will have been planted in one or both of the following projects. [Mangrove planting in Madagascar](#) which when mature, will capture up to four times as much carbon per acre than tropical rainforests. These mangrove forests are not only crucial carbon sinks, but they also provide habitats for a wide range of marine species that live in the shallows, and provide vital coastal protection from floods and storms.

Additionally, we planted trees as part of a [reforestation project in Mozambique](#) where community members are empowered to restore and protect their forests and are provided with a source of reliable income.

The carbon emissions these trees will sequester will happen in the future, so we do not report on offsetting a carbon footprint yet, but are investing in building a maturing forest for the future offsets following our reductions in emissions to achieve our Carbon NetZero 2030 commitment. While not immediately giving us offsets, it is helping to counter deforestation.

However, in addition to tree planting, we have supported projects offsetting over 500 tonnes of carbon reduction. We only fund offset projects which meet the highest verification standards, such as Gold Standard or Verified Carbon Standard. These include small scale onshore wind in India, using waste biomass to produce electricity in Chile, and protecting lowland peat forest in Indonesia, which are unique habitats storing massive amounts of carbon, with stocks below ground amounting to up to 20 times the amount stored in trees and vegetation.



Anti-Corruption

Businesses should work against corruption in all its forms, including extortion and bribery.

Fluid Branding's anti-bribery policy sets out the responsibilities on the company and those who work for us regarding observing and upholding our zero-tolerance position on bribery and corruption.

It also acts as a source of information and guidance for our staff, helping them to recognise and deal with bribery and corruption issues as well as understanding their responsibilities.

Fluid Branding is committed to conducting business in an ethical and honest manner, committed to implementing and enforcing systems that ensure bribery is prevented. We are committed to acting professionally, fairly and with integrity in all business dealings and relationships, in all regions that we operate.

We will constantly uphold all laws relating to anti-bribery and corruption in all the jurisdictions in which we operate, and are bound by the laws of the UK, including the Bribery Act 2010, regarding our conduct both at home and abroad.

Our policy covers the following:

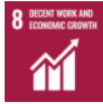
- All employees (whether temporary, fixed-term or permanent)
- Officers, Trustees, Board
- Consultants
- Contractors
- Trainees
- Seconded staff
- Casual workers
- Agency staff
- Volunteers
- Interns
- Agents
- Sponsors
- Any other persons associated with Fluid Branding, including third parties

Measurement of Outcomes

In addition to using the SEDEX platform to measure supply chain compliance through SMETA reports and Corrective Action Plans, Fluid Branding also completed the B Impact Assessment to identify areas of improvement.

Fluid Branding have also used the SDG Action Manager to understand the impact on each of the SDGs, and their relevance to our industry sector, to help guide our activity and focus our efforts.

The SDG Action Manager has recommended SDG 8 as an area for greatest impact, with the initial score as follows, for future improvement:

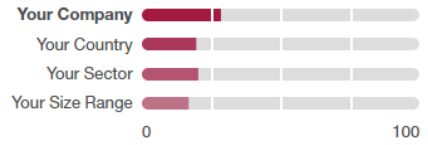


SDG 8 - Decent Work and Economic Growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

QUESTIONS ANSWERED OVERALL SCORE

30/30 28.5%



All SDG areas were completed with an initial measurement as follows:

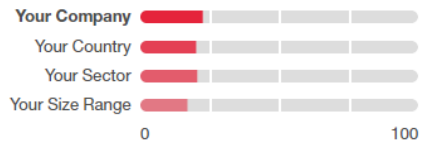


SDG 1 - No Poverty

End poverty in all its forms everywhere

QUESTIONS ANSWERED OVERALL SCORE

20/20 22.5%

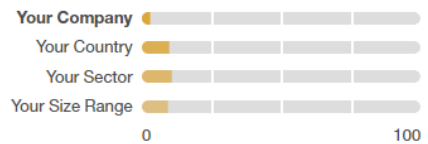


SDG 2 - Zero Hunger

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

QUESTIONS ANSWERED OVERALL SCORE

11/11 3.0%

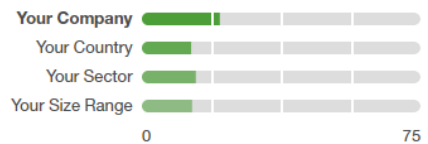


SDG 3 - Good Health and Well-Being

Ensure healthy lives and promote well-being for all at all ages

QUESTIONS ANSWERED OVERALL SCORE

16/16 21.0%

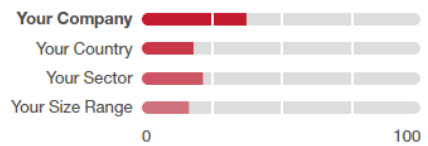


SDG 4 - Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

QUESTIONS ANSWERED OVERALL SCORE

24/24 37.5%

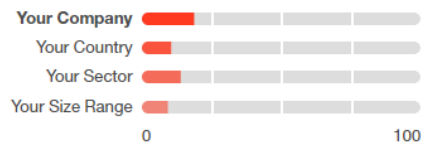


SDG 5 - Gender Equality

Achieve gender equality and empower all women and girls

QUESTIONS ANSWERED OVERALL SCORE

29/29 18.8%

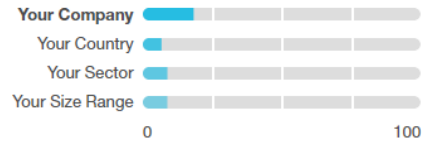




SDG 6 - Clean Water and Sanitation

Ensure availability and sustainable management of water and sanitation for all

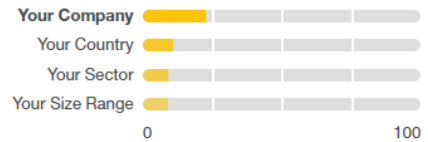
QUESTIONS ANSWERED 19/19 OVERALL SCORE 18.3%



SDG 7 - Affordable and Clean Energy

Ensure access to affordable, reliable, sustainable and modern energy for all

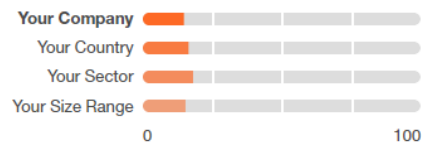
QUESTIONS ANSWERED 18/18 OVERALL SCORE 22.8%



SDG 9 - Industry, Innovation and Infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

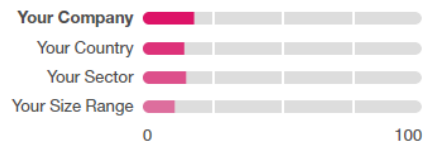
QUESTIONS ANSWERED 18/18 OVERALL SCORE 14.8%



SDG 10 - Reduced Inequalities

Reduce inequality within and among countries

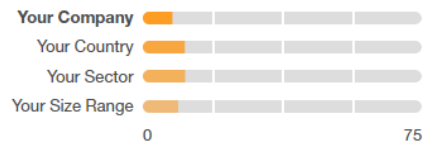
QUESTIONS ANSWERED 27/27 OVERALL SCORE 18.4%



SDG 11 - Sustainable Cities and Communities

Make cities and human settlements inclusive, safe, resilient and sustainable

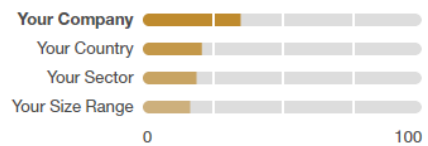
QUESTIONS ANSWERED 16/16 OVERALL SCORE 8.0%



SDG 12 - Responsible Consumption and Production

Ensure sustainable consumption and production patterns

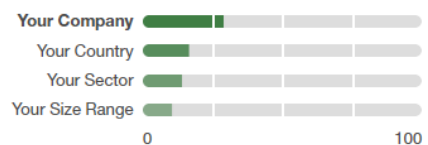
QUESTIONS ANSWERED 10/10 OVERALL SCORE 35.1%



SDG 13 - Climate Action

Take urgent action to combat climate change and its impacts

QUESTIONS ANSWERED 21/21 OVERALL SCORE 29.0%

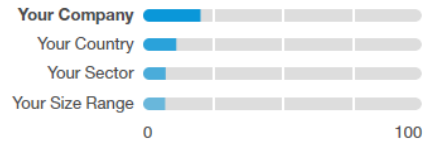




SDG 14 - Life Below Water

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

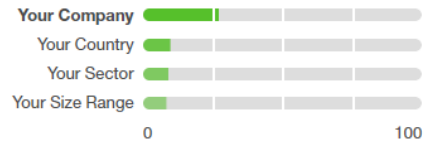
QUESTIONS ANSWERED 13/13 OVERALL SCORE 20.6%



SDG 15 - Life on Land

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

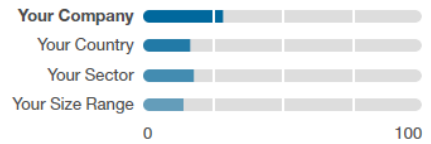
QUESTIONS ANSWERED 12/12 OVERALL SCORE 27.1%



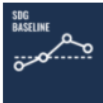
SDG 16 - Peace, Justice and Strong Institutions

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

QUESTIONS ANSWERED 26/26 OVERALL SCORE 28.7%

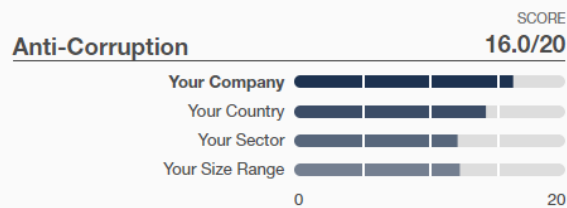
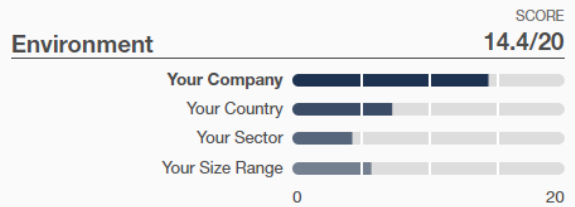
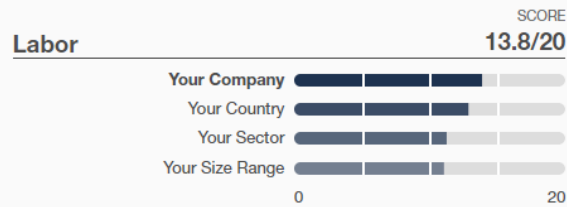
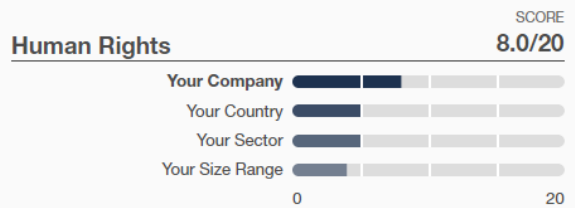
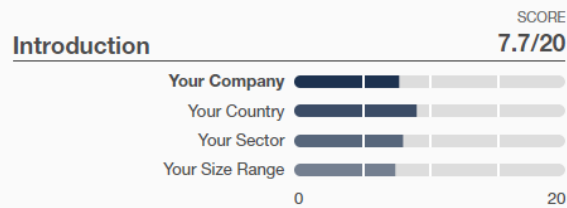
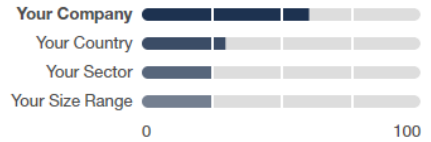


Our Baseline score is as follows:



Baseline

QUESTIONS ANSWERED 27/27 OVERALL SCORE 60.0%



For further information, please contact



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