



By Appointment to  
Her Majesty The Queen  
Suppliers of Graphics and Signs  
Service Graphics  
London



**SERVICE  
GRAPHICS**

# OUR **SG**

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## 2023 ESG Report

Think green.  
Create with purpose.  
Deliver sustainably.

Dear all,

At Service Graphics, we believe in the power of doing good and making a positive impact in our communities and for our planet.

As a company, we have always strived to operate with integrity, transparency, and a deep sense of responsibility towards our environment and the communities we serve.

Through collaborative partnerships, forward-thinking strategies, and creative solutions, we are dedicated to shaping a better future for all. It is with great pride that we share the progress we have made in integrating ESG policies into our operations, as well as the challenges we have identified and the opportunities that lie ahead.

*We're putting the "SG" in ESG. Sustainability is our passion and our mission is clear.*

*Through continuous innovation and strategic partnerships, we strive to make a positive impact on the planet and the communities we serve. Guided by transparency and accountability, we aim to continually enhance our ESG performance.*

*Through responsible production, waste minimisation, community engagement and a diverse corporate culture, we are shaping a more sustainable world for generations to come.*

Join us as we reflect on our sustainable practices, highlight our achievements, and share our vision for a more sustainable world. Together, we can make a real difference and create a brighter tomorrow.

Kind regards,

Mike Holyoake



2022



# We're taking responsibility for the environment.

Service Graphics takes pride in its role as a responsible corporate citizen and a champion for the environment. We see the urgent need to address pressing environmental challenges and are dedicated to playing our part in creating a sustainable future.

Over the past few years, we have invested heavily into innovation around our materials, how we process waste as well as methods to remove pollution from our atmosphere. After receiving our verified carbon footprint from Carbon Quota, we are now in a position to take steps to reduce our footprint as much as possible while offsetting remaining emissions with Verified Carbon Standard (VCS) and Gold Standard offsetting schemes.

## Greenwash? That's hogwash!

We believe in doing what's right, not making decisions based on monetary gain or PR. We're calling out those who throw money at a problem, and hope it disappears. Our strategy is based around meaningful change.

Our parent company, Paragon, is an Ecovadis Platinum member, placing them within the top 1% of companies assessed for sustainability performance. As a group, we mean business when it comes to sustainability and together we are implementing policies group wide that make a real difference.

But don't just take our word for it, we're making promises!

### Taking the next steps in our carbon reduction journey

This year is an exciting for for Service Graphics as we are now carbon measured, giving us our baseline carbon footprint and allowing us to make real changes in our operations.



# We're constantly innovating.

As part of our dedication to becoming Green As Standard, we have implemented a range of sustainable material choices for our clients in all sectors. From material selections to recycling, re-purposing and reuse, our pledge is to work in partnership with our customers to minimise the carbon impact of our work we undertake. This includes launching a plan to offset the emissions of client projects through Certified Gold Standard schemes from late 2023.



PVC-FREE



REUSABLE



RECYCLABLE



CLEAN AIR



BIODEGRADABLE

We have a range of eco-print substrates to limit PVC usage and enhance recyclability as part of our 'green as standard' commitment. As part of our commitment to innovation, we have invested in technology that allows us (and our clients!) to remove up to 70% of air pollution from the air and we're sourcing more products that break down naturally over time - with no harmful chemicals. We are working to implementing anti-pollution coatings across all of our vehicles and onto our buildings from 2024, for every 200sqm of coating, we can remove the equivalent of the emissions produced by 8000 cars journeys each year.

**Think.**  
**Create.**  
**Deliver.**  
**Sustain.**

I'm created from  
47,600 recycled  
plastic bottles!



# We're taking responsibility for our communities.

At Service Graphics, we recognise that sustainability is not just about the environment but also about the communities we serve. We believe in making a real difference and creating a positive impact on people's lives. Through various community engagement initiatives, we actively participate in local events, support charitable causes, and lend a helping hand wherever we can.

We encourage our employees to get involved, share their skills, and contribute to the betterment of society by volunteering and nominating causes for us to work with. Internally, we have various initiatives to develop our employees including Young Paragon, Women in Paragon, apprenticeships, mentoring and so much more. This year we are also launching an Equality & Diversity Working Group, with the goal to make our industry more diverse and welcoming to people from all backgrounds.

In 2022, we started a partnership with Hemingway Design and Charity Super.Mkt.



Imagine walking into a shop and being surrounded by retailers that only do good and a store whose sole purpose is to make a positive contribution to society and the world - that's Charity Super.Mkt. They are pioneering the reimagining of city centres as multi-use spaces, promoting pre-loved fashion and supporting over 20 charities. We were delighted to provide re-usable graphics made from sustainable materials to support this initiative.

With this partnership and many more, we are investing in community initiatives to bring change. Together, we're dedicated to creating a brighter future where everyone feels valued, supported, and part of a thriving community.



# This is our year to define our goals.

At Service Graphics, we are unwavering in our commitment to our Environmental, Social, and Governance goals. Through transparent reporting and open dialogue, we aim to foster a sense of shared responsibility and inspire others to join us on this journey.

We recognise that change starts with us, so we have put together some goals for our business over the coming years. Through these strategic aims and actions, we are determined to lead the way in sustainable practices, inspiring positive change within our industry and beyond.

## Urgent focus

- ✓ Launch ESG working group to heighten staff engagement
- ✓ Switch to 100% renewable energy
- ✓ Plan to replace LPG boilers with electric alternatives
- ✓ Plan to replace natural gas boilers with electric alternatives
- ✓ Ensure IT strategy to refurbish and re-circulate technology items
- ✓ Prioritise business travel by train
- ✓ Communicate reduction targets to internal & external audiences
- ✓ Launch Equality & Diversity working group

## Strategic aims

- ✓ Review company fleet in respect of electric vehicles
- ✓ Review core machinery & convert to energy efficient or low impact
- ✓ Implement community volunteering policies for staff
- ✓ Launch a full carbon offsetting plan alongside our carbon reduction initiatives
- ✓ Review company apprenticeship policies
- ✓ Create a plan to meet Investors In People standards

