



CORPORATE RESPONSIBILITY & SUSTAINABILITY REPORT

May 2021

Produced by

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ABOUT THIS REPORT

ASL Global entered a new stage in its Corporate Responsibility & Sustainability (CRS) journey in January 2020 when we began our One World initiative and set firm CRS targets. Our CRS activities are guided by our management philosophy and vision, therefore we have identified the priority issues which have for ourselves social significance and substantial environmental impact, and set targets for these issues. We are committed to maintaining the highest standards of ethics and integrity in the way we conduct our business.

We feel it is important to share our commitments and progress that was made in the last year. This report is a summary of our initiatives and achievements for the year 2020. The past 12 months have been challenging for all of us, but we believe in the importance of pursuing environmental sustainability and social responsibility.

Our next interim CRS Report will be published in October 2021, in order to inform all of our stakeholders about the ASL’s Corporate Responsibility & Sustainability activities and the progress made towards our targets. Both our interim and full reports are informed by the Global Reporting Initiative Standards, the United Nations Global Compact and ISO26000.

All the information included in this report concerns the reporting period between January 2020 and December 2020. For more information please contact our CRS team at one.world@aslglobal.com



CHAIRMAN’S MESSAGE

ASL is not like so many companies that talk big but do nothing.
We are walking the walk.



ALEC PETTIGREW
Chairman ASL Global

My intention as Chairman is to ensure that this business, and the people in it, are the best global citizens they can be. It is our commitment to become more sustainable, and to encourage our customers & suppliers to do the same. As a marketing services provider we are in the privileged position to be able to help some of the world’s biggest consumer brands become more sustainable in their marketing activities as we manage complex global supply chains, sourcing millions of products from suppliers all around the world. All this gives us a unique opportunity to create more sustainable supply chains, support local communities and lead by example in helping to create a more sustainable future for everyone.

This past year has been unprecedented, and our business, along with others, has faced many challenges since the Covid19 pandemic first emerged. However, I am proud to report that, despite these challenges, since January 2020 we have managed to make some real progress towards building a more sustainable business, including:

- *Reduced our CO2 emissions by a staggering 50%*
- *In-depth sustainability training for all ASL colleagues*
- *Expansion of our internship programme to train and mentor the next talented generation*
- *Saved 529 tonnes of plastic from landfill by using recycled PET fabric & compostable packaging*
- *New emissions tracking & waste management systems for ASL offices*
- *Voluntary reporting to the Carbon Disclosure Protocol*

We look forward to continuing our sustainability journey throughout 2021. Future goals include becoming a carbon neutral company, engaging in emission offsetting projects and making the transition to plastic free packaging for all customer orders. These are ambitious targets, but we’re committed to working as hard as possible to achieve them.

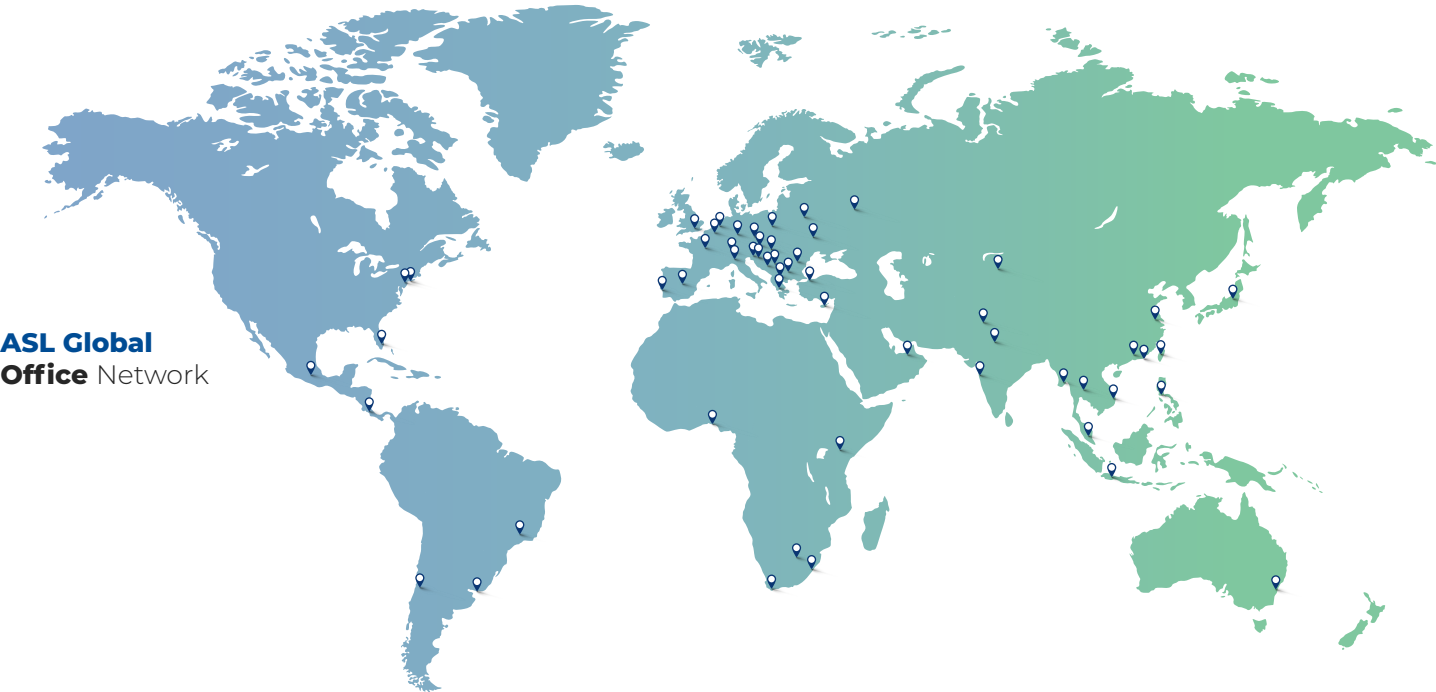
ASL’s One World initiative is a team effort with everyone playing their part, as individuals and part of the wider business. By working together ASL Global will become a more sustainable business that we can all be proud of.

ABOUT ASL GLOBAL

Shared Passion, Integrity and a Disruptive Mindset

ASL Global is a leading global marketing services business. We work with the world’s biggest brands to create and execute innovative marketing campaigns which excite audiences and build customer loyalty. With a global supply network of over 1500 suppliers, we source a wide range of marketing materials in the key categories of Print, Point of Sale & Promotional Merchandise

Our teams in 50 countries across six continents combine local knowledge with sector expertise to deliver exceptional outsourced marketing communications, transactional services and global brand programs to clients in 150+ markets worldwide.



ASL Global Office Network

LEADER	PROFESSIONAL	GLOBAL	LOGISTICS
Leading global marketing services business	30+ years of experience working with the biggest brands	Teams in 50 countries across 6 continents	Delivering exceptional services in 150+ markets worldwide

Every day we strive to improve. We have the courage to do things differently, support & inspire each other, nurture relationships and have a positive impact on global communities. Technology sits at the centre of our business, empowering us to execute campaigns which excite audiences, build customer loyalty and demand attention.



ONE WORLD

ASL Global is committed to conducting our business in a responsible & sustainable way at all times. Acting with passion and integrity, our people work with customers, suppliers and other stakeholders to make a positive contribution to social responsibility and environmental sustainability in communities around the world. We are committed to making a difference and being a good global citizen.

OUR COMMITMENTS



REDUCE OUR IMPACT



INSPIRE OUR PARTNERS



HELP COMMUNITIES FLOURISH

OUR STAKEHOLDERS



OUR PEOPLE
Our people are ASL’s most important asset. As individuals, we are committed to taking action which has a positive impact on the environment and the communities in which we live, both inside and outside of our working environment.



OUR BUSINESS
With 52 offices in 50 countries around the world, we have a clear set of sustainability goals designed to reduce ASL’s direct environmental impact, help us to become a more sustainable business and to promote social responsibility in local communities.



OUR CUSTOMERS
As a service business, ASL is perfectly placed to work with our customers to reduce their environmental impact through continual product & process innovation. Our Innovations Team proactively works to develop best-practice sustainable alternatives for marketing materials & activations.



OUR SUPPLIERS
ASL is striving to become a more sustainable business and we expect our suppliers to do the same. Our suppliers form an integral part of our operations and we work hard to develop a more sustainable, socially responsible supply chain. We leverage spend and help suppliers set out their own roadmaps to sustainability.

CRS CHAMPION: Alexandra Aleixo

Bringing the One World initiative to life

Being a CRS Champion at ASL gives me an opportunity to contribute something meaningful and worthwhile to save this World...



ALEXANDRA ALEIXO

Beauty Designer ASL Global, Ballet Dance Lover and Foodie

The role of a CRS Champion is to act as an ambassador; helping their colleagues, customers and suppliers to become more sustainable. Whether its monitoring our own emissions, organizing team charity events in their local community or providing sustainability advice to customers, the CRS Champions are responsible for delivering the One World values in the real world. We have a committed team of passionate CRS Champions that drive sustainability in all they do. In this edition, we'd like you to get to know Alexandra:

*If I could describe myself in three simple Words: Romantic, Dreamer and Fighter!
As I love to see beauty everywhere I go I also like to challenge myself every day to bring beauty to our world. That can only happen if we respect human rights, our planet and nature. I'm also a mother of 2 beloved children, they are the reason why I want a safe and green future. I teach them to love and respects others, including our planet, after all its our forever home!*

“Without elegance of the heart, there is no elegance”

Yves Saint Laurent

Being a CRS Champion at ASL gives me an opportunity to contributing something meaningful and worthwhile to save this World... it's all about working as a team that can make the difference. My vision as a CSR Champion is to partake in a One world Day and join the Ocean Cleanup initiative. As well as to develop concepts relating to sustainable product design to be part of the creative process and join such a noble cause.

My vision for the future undergoes a radical change in consumer mentality; I believe nothing happens by chance so I believe the Pandemic is an opportunity for Humanity think more consciously. The lockdown shows that even though we, as humans, have slowed down and isolated, the tenants that we share this earth with are flourishing: nature is growing in its wild state and animals are enjoying their habitats without disruption. The lockdown also allowed us to take full advantage of our technological advances, I managed to complete my work responsibilities from home. I also found myself saving time by not commuting so frequently to the office, which helps achieve a better work / family balance.

“We’ve got a responsibility to live up to the legacy of those who came before us by doing all that we can to help those who come after us”

Michelle Obama, former First Lady of the United States of America 2009-2017

I am very passionate about the One World Initiative, it's a great opportunity to contribute something worthwhile to the company and our wider stakeholders. There is no better feeling than doing good onto others, the gratification of helpings others far outweighs any challenges.

UNITED NATIONS GLOBAL COMPACT

We support all 17 SDG's but we prioritize the following because of their relevance to our operations



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

 <p>3 GOOD HEALTH AND WELL-BEING</p>	Ensure healthy lives and promote well-being for all at all ages	 <p>5 GENDER EQUALITY</p>	Achieve gender equality and empower all women and girls
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
 <p>10 REDUCED INEQUALITIES</p>	Reduce inequality within and among countries	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	Ensure sustainable consumption and production patterns
 <p>13 CLIMATE ACTION</p>	Take urgent action to combat climate change and its impacts	 <p>14 LIFE BELOW WATER</p>	Conserve and sustainably use the oceans, sea and marine resources for sustainable development
 <p>15 LIFE ON LAND</p>	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	 <p>17 PARTNERSHIPS FOR THE GOALS</p>	Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

Aligned with the United Nations Global Compact Sustainable Development Goals, we work with customers & suppliers on opportunities for shared value in the key areas of Enterprise Development, Sustainable Supply Chains, Healthy Sustainable Living & Product Innovation.

OUR TARGETS

Environmental Targets			
 <p>REDUCE OUR IMPACT</p>	1. Reduce Waste & Emissions	2. Reduce Energy Consumption	
 <p>INSPIRE OUR PARTNERS</p>	3. Facilitate Product Sustainability & Innovation	4. Grow our Sustainable Supply Chain	
    			
Social Targets			
 <p>HELP COMMUNITIES FLOURISH</p>	5. Be a Responsible Employer		6. Be an Ethical Customer
	7. Encourage Employee Personal Development		8. Encourage Global & Local Communities Support
    			

REDUCE OUR IMPACT

PROGRESS AGAINST TARGETS IN 2020

1. REDUCE WASTE & EMISSIONS
2. REDUCE ENERGY & WATER CONSUMPTION

We have set new processes in place to monitor our consumption regarding energy, water and waste, while implementing relevant activities to reduce our impact. Some of these are:



In the ‘real world’ these CO₂e savings are equivalent to:



* It should also be noted that the COVID19 global pandemic has influenced the resources we have used and the travel we have undertaken as a business since March 2020

INSPIRE OUR PARTNERS

PROGRESS AGAINST TARGETS IN 2020

3. FACILITATE PRODUCT SUSTAINABILITY & INNOVATION
4. GROW OUR SUSTAINABLE SUPPLY CHAIN

Innovation lies at the heart of our operations. We believe that sustainability and innovation go hand-in-hand and have made it our mission to inspire our partners. We work collaboratively with clients to become part of their sustainability journeys, helping them to become more sustainable in their operations and marketing activities. This year we have helped clients move away from single use plastic packaging, developed online product sustainability calculators and re-purposed old promo products in upcycling projects.

Customer Sustainability Workshops held

Internal Climate Change: Risk & opportunities Steering Committee established

Solidarity sourcing projects with Factories

100+ tailored sustainability solutions developed for clients

Sustainable Supply Chain expanded

Product Sustainability Calculator implemented

Onboarding supply chain into the Ecovadis programme

Plastic polybags replaced by compostable alternative

Showcase supplier for Ecovadis Responsible Sourcing Initiative

100% of employees received sustainability training

CO₂e tracking in place

Voluntarily reporting to Carbon Disclosure Protocol

HELP COMMUNITIES FLOURISH

PROGRESS AGAINST TARGETS IN 2020

5 & 6. BE A RESPONSIBLE EMPLOYER & AN ETHICAL CUSTOMER

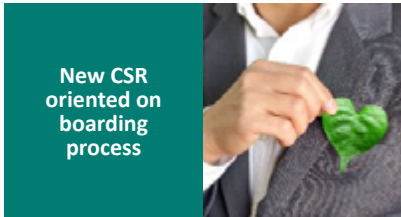
We are committed to being a responsible employer and an ethical customer. In 2020 we started voluntarily reporting our carbon emissions using the globally recognised Carbon Disclosure Protocol (CDP) and implemented a new CRS oriented onboarding process for all new colleagues joining the business. All our staff have received comprehensive sustainability training and we are proud to have attained ISO 45001 Occupational Health & Safety certification in 2020.



7 & 8. ENCOURAGE EMPLOYEE DEVELOPMENT AND GLOBAL & LOCAL COMMUNITIES SUPPORT

Our people are an invaluable asset and play an important role in the success of our operations. Offering support for their personal development is a key component in the social responsibility facet of our One World initiative. As a global citizen operating in 150+ countries worldwide, we want to contribute to the advancement of both local and global communities. We have established the ‘One Day’ initiative to help support our teams to become involved in charitable activities in their own communities. Furthermore we have expanded our internship program to support the younger generations of our communities.

Progress made this year:



WORKING TOGETHER

Collaborating with Heineken to eliminate plastic packaging



ASL has made great progress in contributing towards SDG 12 by progressively eliminating further plastic packaging from products.

We collaborated with one of our leading clients, Heineken, to adapt environmentally friendly alternatives to their packaging. This involved a combination of flexible approaches: firstly, replacing the use of polybags (which historically would have ended up in landfill and/or our oceans) to a recyclable or compostable bag. Secondly, using Kraft paper or packing the products directly into card boxes which can be recycled.

This collaborative conscious alternative has lead to the elimination of over **942,000 plastic polybags, that's 68 tonnes of plastic (equivalent to 735,000 water bottles)**, this has also contributed to a saving of almost **9 million litres of water (used in the production of polybags), that's the equivalent to 3.5 Olympic sized swimming pools!**



Luis Martinez, Procurement Manager for Heineken, commented “It’s great to collaborate with ASL on these initiatives. We have challenged ourselves to become more sustainable in our marketing operations and the ASL team has worked hard to develop some very creative solutions which help reduce our overall environmental footprint. It’s important that quality and durability are not impacted by any changes, so ASL’s expert input has been a great driver to the success of this initiatives.”



WORKING TOGETHER

ASL’s Vietnam team offers help to victims of Typhoon Molave

In October 2020, Typhoon Molave (also known as Quinta) tore through the Philippines and Vietnam causing landslides triggered by torrential rain which killed 13 people, with many more still missing.

The storms, heavy rains and flooding left millions without electricity and damaged 56,000+ home across Vietnam. Many schools, markets and houses were destroyed, leaving children without school books or equipment. Our team, based in Ho Chi Minh City, was determined to offer practical help.

1 NO POVERTY

3 GOOD HEALTH AND WELL-BEING

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

17 PARTNERSHIPS FOR THE GOALS

Working with local suppliers, our team made up hundreds of kids packs containing notebooks, colouring pens & pencils, exercise books and schoolbags. ASL’s clients were also very supportive, offering help and making personal donations to the project.



The support of our local clients & suppliers by donating products and personal contributions allowed the children a chance to continue their education, despite the challenges their communities face.



This project is part of ASL’s wider sustainability initiative, One World, which is focused not only on environmental sustainability, but also on making a positive contribution to social responsibility and supporting the communities in which we operate.

Nhan Nguyen, Account Director in Vietnam, commented on the project “Once the storms had subsided, we all realised the extent of the damage and the amount of people who needed help. Of course, education is a top priority for children, so we immediately started planning these packs, to help minimise the disruption to their schooling caused by the storms.”

To read more click [here](#)



WORKING TOGETHER

ASL Global partners with leading manufacturer, Waste2Wear, to deliver sustainable textiles

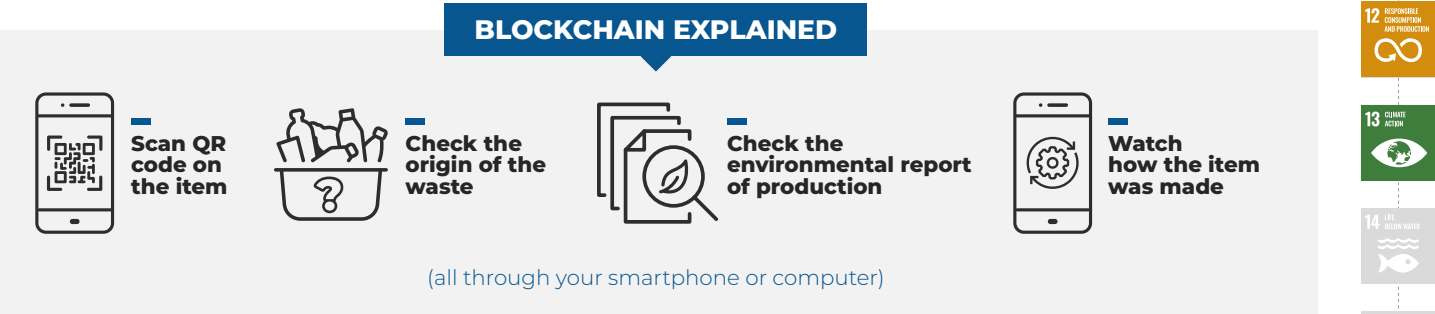


In October 2020, ASL announced a new collaboration with leading textiles manufacturer, Waste2Wear, who have been creating fabric & textiles from recycled plastic bottles since 2008. Waste2Wear uses blockchain technology to offer full traceability on the textiles made from post-consumer waste.

John Pollock, ASL’s Global Sales Director explains “Waste2Wear offers a unique circular economy solution which uses blockchain technology to show the exact origin of the waste used in the creation of these textiles. This drives transparency right through the value chain, ultimately helping our customers to become more sustainable in their marketing activities”.

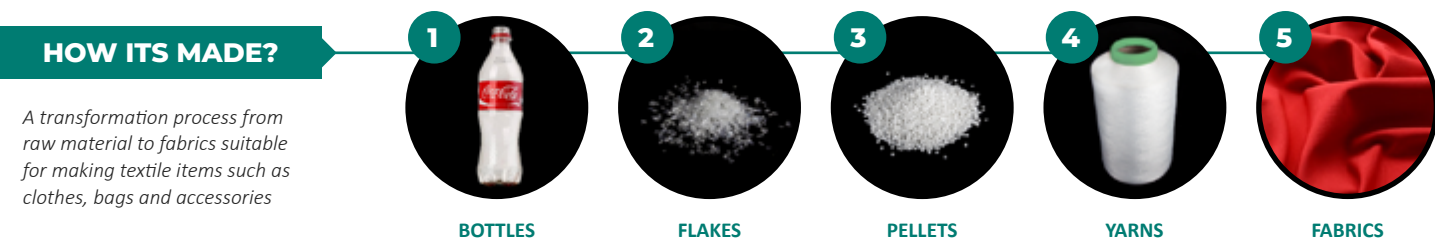
He continues “This solution takes supply chain sustainability to the next level. Waste2Wear’s blockchain technology allows us to source textiles in a truly sustainable way. Simply by scanning a QR code, consumers can discover the ‘story’ of any product they are about to purchase. Making this journey so transparent allows brands to show that their merchandise is sustainably sourced. It’s a powerful message which we think resonates strongly with consumers”.

Monique Maissan, founder and CEO of Waste2Wear also spoke about the new collaboration “ASL Global works with some of the world’s biggest consumer businesses, so it’s a great opportunity for us to offer this unique blockchain solution to global brands such as L’Oréal, Coca-Cola and Mars. We’re confident that the new partnership with ASL will help us both to continue to do business for good”.



Waste2Wear produces over 150 different fabrics out of recycled plastic bottles (RPET) and innovate ways to make new products out of other discarded plastics from appliances such as fridges, car dashboards, food containers, air conditioners and even washing machines. These recycled polypropylene (RPP) products are fully traceable with a QR code to show the blockchain.

ASL’s Sales Teams are working closely with Waste2Wear on several live projects. Providing garments made from 100% certifiable recycled plastic is a huge opportunity for us to add transparency and compliance to the indirect marketing spend of major clients such as Coca-Cola, Heineken and L’Oréal.



3 GOOD HEALTH AND WELL-BEING

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

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15 LIFE ON LAND

17 PARTNERSHIPS FOR THE GOALS

WORKING TOGETHER

Discover how this simple beach bag helps working mothers in India

This beach bag was manufactured in India, by ‘stay at home’ mothers who are generally unable to access a job due to practical constraints such as timing & family commitments. Our supplier has adopted more flexible operational practices to help this vulnerable group in society to become active participants in the workforce.

The bags are made of 100% organic cotton to reduce the impact on the environment, and ASL’s supply partner is proactively helping to support families leading difficult lives in some of the most vulnerable communities in the world.



All the workers in this business benefit from additional employment conditions:

WORKING HOURS

These women can flex their hours to suit their family life commitments. Later starts and early finishes help them take care of their children and keep their households running around their work commitments. No woman is asked to do overtime or extra work, to ensure their home/work life balance is maintained.

WORKING CONDITIONS

All the women have a choice between working at home, or in the factory, depending on their personal situation. If they have young children for example, they may prefer to work at home. Materials are delivered to their doorstep to save time and the women can work, and earn, at their own pace.



FAIR WAGES

All the women are paid a fair, living wage and receive a guaranteed bonus every year. There are special grants for events such as marriage or the death of an immediate family member. Scholarship grants offering 100% free education to the workers’ children (boys & girls) are also made available to all staff.

We are very proud of the women who made these Beach Bags. Like so many hard-working mothers the world over, they provide for their families, maintain their work/home life balance and, importantly, act as positive role models for their children and the wider community.

WORKING TOGETHER

Industry Partnerships

Collaboration is key to achieving sustainable development. ASL Global is actively involved in many of the world’s leading sustainability initiatives. We collaborate with our suppliers and customers in numerous projects for the advancement of environmental sustainability and social responsibility.



We are proud signatories of the UN Global Compact and align our activity to the UN’s ten guiding principles. Our One World strategy fully covers the UN’s four key areas- Human Rights, Labour, the Environment & Anti-Corruption.



Since 2016, ASL has been Ecovadis Gold Rated, with a program of continuous improvement. We’re in the top 1%, reflecting our leadership position as a global marketing services & supply chain management business.



ASL submitted its first CDP evaluation in 2020, to help capture to help capture, report & understand our environmental impact. It will also inform our ongoing supplier evaluation programme.



We have joined forces with L’Oréal on their proactive Solidarity Sourcing programme. This proactive initiative helps promote sustainable, inclusive growth and advocates responsibility & inclusion all along the value chain.



Working collaboratively with Ecovadis and many of our Beauty clients, ASL is actively involved in this initiative which aims to improve sustainability throughout the entire beauty supply chain.



The Global Reporting Initiative is an independent international organisation providing guidelines for sustainability reporting. We use their indicators table to capture our sustainability activities and create our CSR Report.



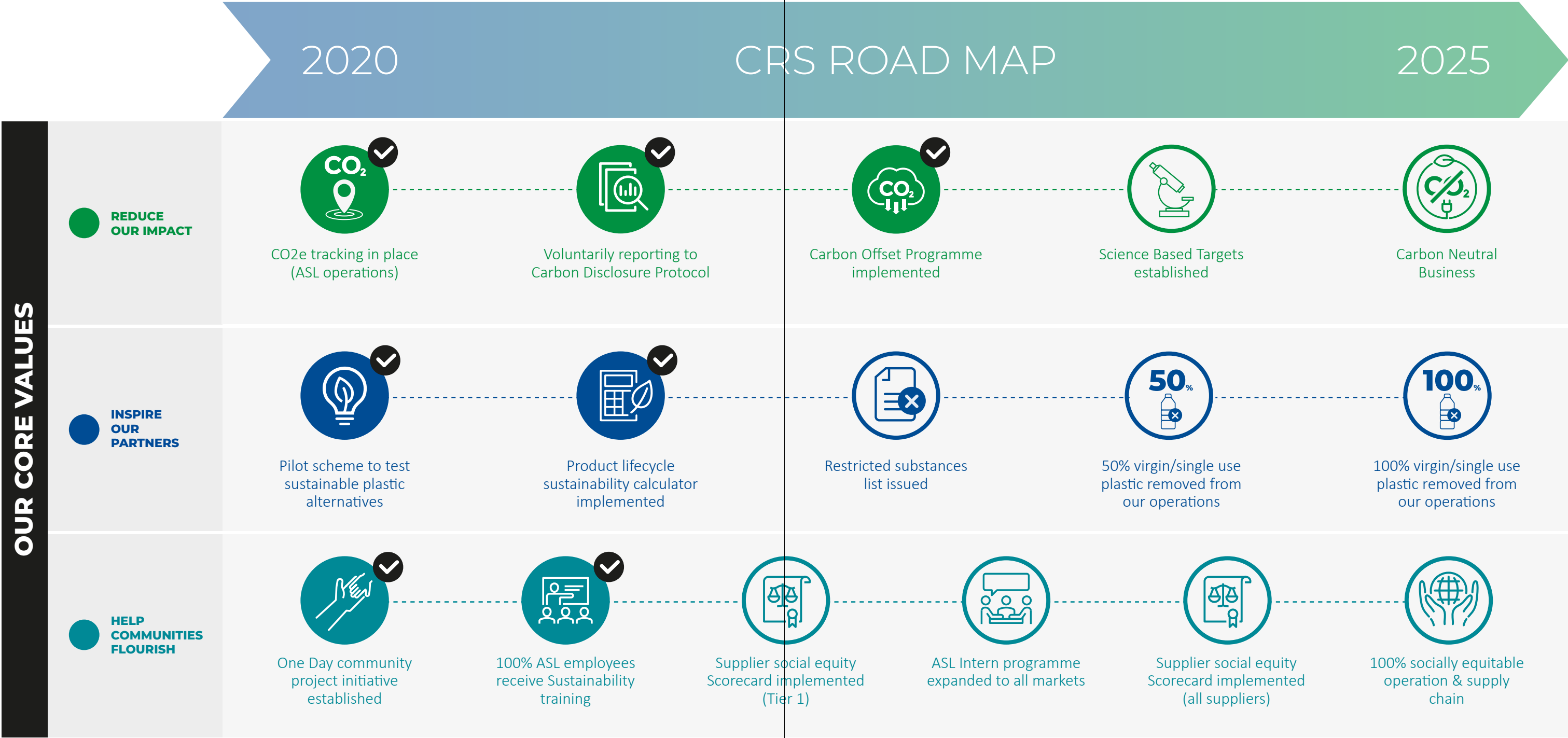
LOOKING AHEAD

Despite the challenges that 2020 has presented us all with the worldwide Covid19 pandemic outbreaks, we stay true to our commitments and very much look forward to continuing our One World initiative to build a more sustainable business. As we progress through 2021 and beyond, we are pleased to see that our efforts are paying off and we remain committed to continuing our journey towards environmental sustainability and social responsibility.

“Thank you to our stakeholders both internally and externally that have supported our journey towards becoming a more responsible business. We have achieved a lot in the last year; with continuous support, the use of innovation and a conscious effort to strive for sustainability we are excited to announce our future commitments”.

Emma Pomeroy, ASL Global’s Marketing and CRS Director

Our next steps include:



● Goal Completed ○ Goal to be completed

To discover more about **ASL Global’s One World CRS initiative** please [contact us](#) directly.



ASL

