

# CSR REPORT

SEPTEMBER 2020

# ABOUT THIS REPORT

ASL Global has entered a new stage in its Corporate Social Responsibility journey. In January 2020 we began our One World initiative and set firm CSR targets. Our CSR activities are guided by our management philosophy and vision, therefore we have identified the priority issues which have 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 activities at this stage of our journey. This report is a summary of our initiatives and achievements for the first six months of One World. The year 2020 has been challenging for all of us, but we believe in the importance of pursuing environmental sustainability and social responsibility.

Our first full CSR report will be published in April 2021, in order to inform all of our stakeholders about the ASL's corporate social responsibility activities and the progress made towards our targets. Both our interim and full reports will be informed by the Global Reporting Initiative Standards, the United Nations Global Compact and ISO26000.

All the information included in this report concern the reporting period between January 2020 and June 2020. For more information please contact our CSR team at [one.world@aslglobal.com](mailto: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

Over recent years our world has changed, with the environmental movement rightly making significant progress. I would not describe myself as an environmental activist, but the next generation are demanding action and I am determined that our business will be part of the solution. ASL is determined not to be like so many companies that talk big but do nothing. As challenging as it may be, we are walking the walk.

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 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:

- *In-depth sustainability training for all our staff completed*
- *Attained ISO 45001 Occupational Health & Safety accreditation*
- *New emissions tracking & waste management systems for ASL offices*
- *Robust Business Travel emissions tracking in place*

We look forward to continuing our sustainability journey into 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 48 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.



## LEADER



Leading global  
marketing services  
business

## PROFESSIONAL



30+ years of  
experience working  
with the biggest  
brands

## GLOBAL



Teams in 48  
countries across  
6 continents

## LOGISTICS



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 48 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.

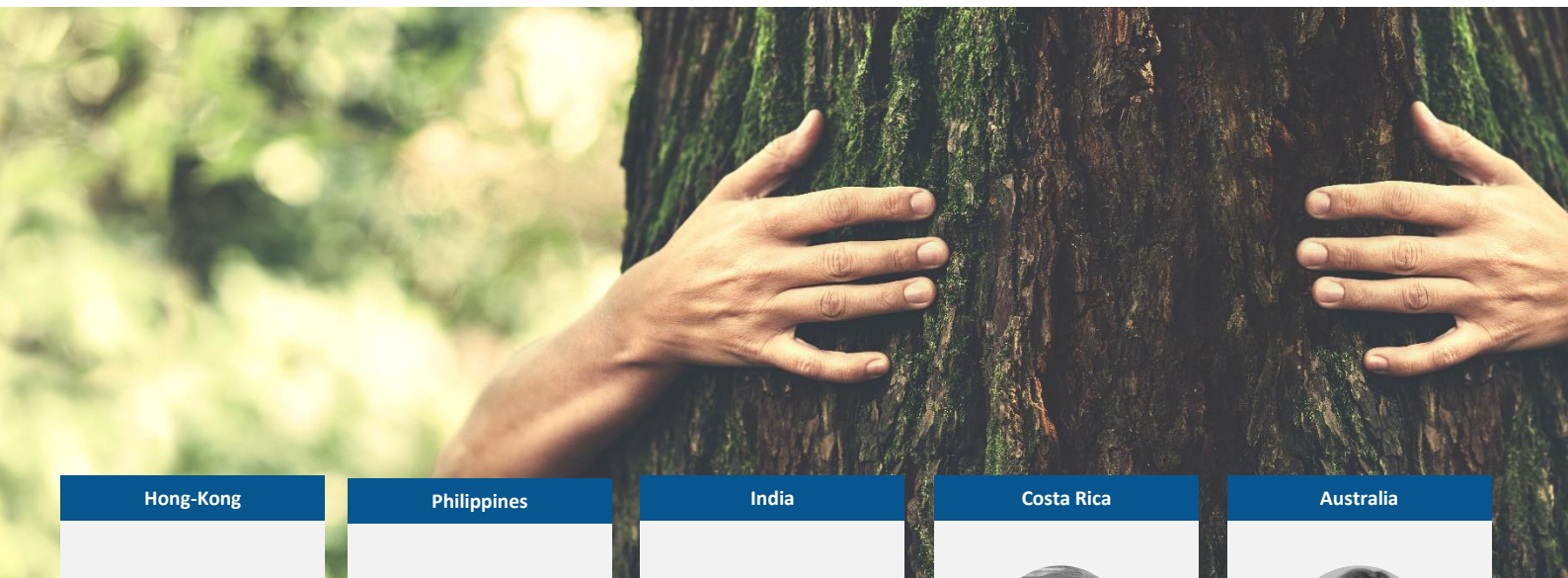


### OUR SUPPLIERS

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.

# OUR CSR CHAMPIONS

*Bringing the One World initiative to life*



## Hong-Kong



**Steve Pomeroy**  
MD, Outsourcing

*Steve's team works to develop more sustainable operations through the clients' value chain.*

## Philippines



**Joan De Roxas**  
Design Team

*Joan helps our Philippines design team create innovative, sustainable product designs*

## India



**Yagnesh Poojary**  
Sales

*Yagnesh is based in our Mumbai office, helping to source products from local communities*

## Costa Rica



**Irene Guevara**  
Sales

*Irene helps our Beauty customers across Central & South America to develop sustainable GWP*

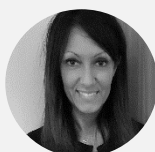
## Australia



**Janice Clarke**  
Operations

*Janice works strategically to develop a more sustainable supply chain across the APAC region*

## Italy



**Emanuela Chiodaroli**  
Customer Services

*Emanuela constantly challenges her colleagues & customers to embrace innovative CSR ideas*

## Malaysia



**Lee Wai Hoong**  
CCO

*As Chief Compliance & Quality Officer, Wai Hoong works to drive CSR compliance into the supply chain*

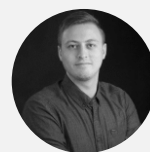
## Portugal



**Alexandra Aleixo**  
Designer

*Alexandra is passionate about sustainable design and keeps our wider team updated with the latest CSR ideas & concepts*

## Germany



**Fabian Kirchner**  
Sales

*Fabian works with major brands creating sustainable campaigns across Europe*

## UK



**Renee Baptista**  
Customer Services

*Based in South Africa, Renee helps her colleagues across MEA to develop sustainable solutions for their customers*

These are just a few of ASL's CSR champions. Their role is to act as ambassadors for CSR, 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 CSR Champions are responsible for delivering the One World values in the real world.

# 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



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



*Achieve gender equality and empower all women and girls*



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



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



*Reduce inequality within and among countries*



*Ensure sustainable consumption and production patterns*



*Take urgent action to combat climate change and its impacts*



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



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



*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, Healthy Sustainable Living & Product Innovation.

# OUR TARGETS

## Environmental Targets



REDUCE OUR  
IMPACT

1. Reduce Waste & Emissions

2. Reduce Energy Consumption



INSPIRE OUR  
PARTNERS

3. Facilitate Product Sustainability  
& Innovation

4. Grow our Sustainable Supply  
Chain



## Social Targets



HELP COMMUNITIES  
FLOURISH

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:

- Implementation of new company-wide waste management system.
- Transition to recycled paper for office use and for our sample bags & tags.
- Our CSR champions run awareness campaigns in offices.

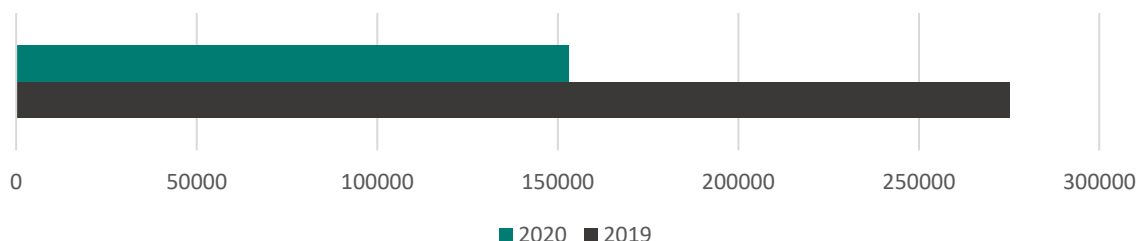
In the first six months of our One World initiative, through the implementation of our CSR activities\*, we achieved:

- 36.5% energy reduction
- 18.1% reduction in paper used
- 84.2 % reduction in travelling

In total we managed to reduce our CO<sub>2</sub> emissions by **44.4%** compared to the same period in 2019.

*\*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*

### Total emissions for the first 6 months of 2020 (in KgCO<sub>2</sub>e)



In the 'real world' these CO<sub>2</sub>e savings are equivalent to:



Heating **23 homes**  
for a full year



Taking **43 cars** off the  
road for a full year



**68 tons of waste**  
being recycled instead  
of landfilled



Charging **25 million**  
smartphones

# INSPIRE OUR PARTNERS

## PROGRESS AGAINST TARGETS IN 2020

### 3. FACILITATE PRODUCT SUSTAINABILITY & INNOVATION

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, develop online product sustainability calculators and re-purpose old promo products in upcycling projects.

### 4. GROW OUR SUSTAINABLE SUPPLY CHAIN

To further strengthen our support to communities and help our supply chain grow sustainably, we proactively engage with our suppliers, offering support in sustainability issues and encouraging suppliers to develop their own CSR strategies. We have revised our supplier on-boarding process to include more environmental sustainability and social responsibility related criteria, helping suppliers to create a roadmap to sustainability for themselves. ASL is proactively working with Mars to help onboard suppliers into the Ecovadis programme.

Progress made this year:

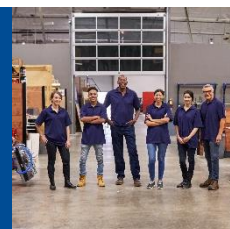
Customer  
Sustainability  
Workshops held



Internal Climate  
Change: Risk &  
opportunities  
Steering  
Committee  
established



Solidarity sourcing  
projects with  
Factories



100+ tailored  
sustainability  
solutions  
developed for  
clients



Sustainability  
Handbook created  
for sales teams



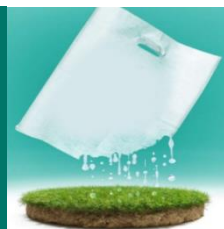
Product  
Sustainability  
Calculator  
implemented



Onboarding  
supply chain into  
the Ecovadis  
programme



Plastic polybags  
replaced by  
compostable  
alternative



CO2e shipping  
tracker in  
development



# HELP COMMUNITIES FLOURISH

## PROGRESS AGAINST TARGETS IN 2020

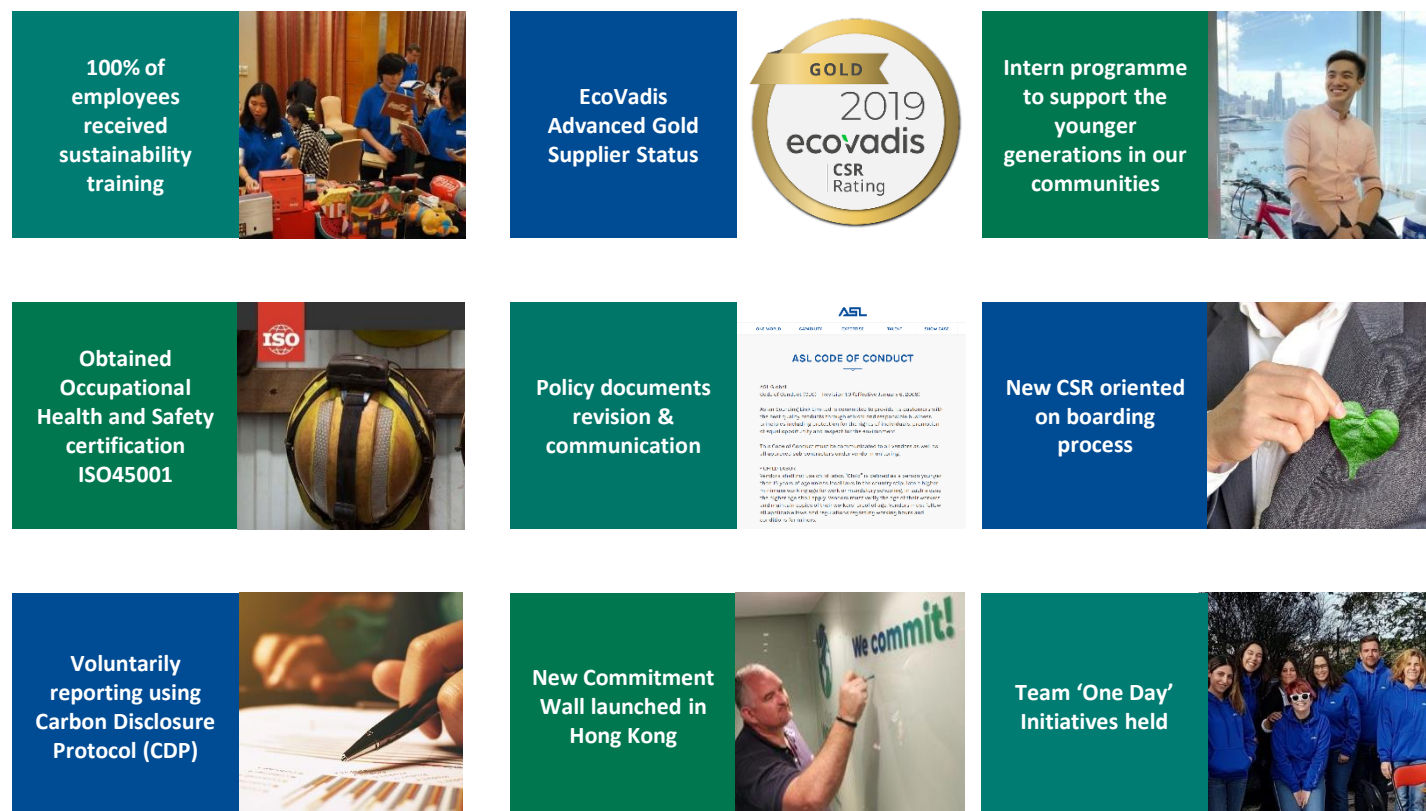
### 5 & 6. BE A RESPONSIBLE EMPLOYER & AN ETHICAL CUSTOMER

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

### 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. Our One World initiative is centred around communities. 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 so that all of our teams can become involved in various causes. Furthermore we have continued our internship program to support the younger generations of our communities.

Progress made this year:



# WORKING TOGETHER

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 advancement of environmental sustainability and social responsibility.

## WE SUPPORT



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 has submitted its first CDP evaluation this year, 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.



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.



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.



# 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 the first year our new initiative reaches its last months, 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.

Our next steps include:

*Engaging in emissions offsetting projects.*



*Growing our sustainability collaborations network.*



*Move towards plastic free packaging for all orders.*



*Further advancement of our sustainable supply chain.*



*Working towards full carbon neutrality for our business.*



*Leading One Day community projects in all our locations.*



We aim to publish our first full CSR report concerning the year 2020 in April 2021. In the meantime, to discover more about ASL Global's One World CSR initiative please [contact us](#) directly.



REDUCE OUR  
IMPACT



INSPIRE OUR  
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HELP COMMUNITIES  
FLOURISH



ASL



ONE  
WORLD