

Sustainability Policy



Beat Media Group are committed to sustainable development (meeting the needs of the present without compromising the ability of future generations to meet their own needs) as a guiding principle within our work. Concern for the environment is an integral and fundamental part of this commitment. Our aim is to reduce the impact on the environment from our operations.

The earth's environment is under severe stress from uncontrolled human activity.

Beat Media Group and its associated companies accepts that it must work to preserve the environmental sustainability of the planet, at all levels of its operations.

We aspire to minimise its impact on our environment and maximise the effective use of resources. We strive to achieve this by increasing communication and awareness of our efforts in accordance with this policy and fostering responsible environmental behaviour amongst staff, volunteers, and users at all levels.

Beat Media Group is committed not only to complying with applicable law in all of its operations but to minimise risks and impacts through the development of robust and documented systems to implement, measure, monitor, and disseminate excellent environmental performance both within its operations and to the broader community.

This Environmental Sustainability Policy aims to integrate a philosophy of sustainable development into all the organisation's activities and to establish and promote sound environmental practice in our operations.

Recognising the urgent need for environmental and social change

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Our aim is to reduce the impact on the environment from all our operations across all our businesses.

Following a staff sustainability workshop in October 2023, we are currently going through an employee-led process of B Certification - with a commitment to deliver positively to an inclusive, equitable, and regenerative economy.

In addition, management and staff have committed to five 'people and planet' commitments.

- 1. Work with Carbon Neutral Britain to become carbon neutral across our businesses by 2029**
- 2. Recruit, develop and reward our people to address under-representation, underlined by our partnership with the [Black Collective of Media in Sport](#) and our pro bono partnership with [Women in Football](#)**
- 3. Commit to building climate-literate teams with staff training**
- 4. Invest additional people and funding to projects that have a positive environmental impact, including our pro-bono work on the [award-winning Artemis eFoiler campaign with British Sailing](#).**
- 5. Reduce our scope 1, 2 and 3 emissions by 50% by 2030**

We plan to engage our staff in sustainability issues in five ways

- **Clearly spelling out the economic case for sustainability;**
- **Make every employee a sustainability champion;**
- **Make sustainability visible both inside and outside the company;**
- **Creating sustainability knowledge and competence;**
- **Showcasing higher purpose by creating transformational change**

Beat Media Group commits itself to minimising its impact on our environment through

- **Providing a safe and healthful workplace;**
- **From 2024, offset all air travel via [Switch2Zero](#), which partners with the UN and Gold Standard to fund verified offset projects**
- **Commit to the near elimination of biodegradable municipal waste to landfill from 2028;**
- **Having an environmentally sustainable aware culture, where responsibility is assigned and understood;**
- **To drive down the amount of waste we produce, and encourage reuse and recycling**
- **Being an environmentally responsible neighbour in our community;**
- **Conserving natural resources by reusing and recycling;**
- **Using, in our own operations, processes that do not adversely affect the environment;**
- **Ensuring the responsible use of energy throughout the organisation;**
- **Participating in efforts to improve environmental protection and understanding;**
- **Taking steps to improve environmental performance continually;**
- **Conducting rigorous audits, evaluations, and self-assessments of the implementation of this policy;**
- **Working with suppliers who promote sound environmental practices; and**
- **Enhancing awareness among our employees, volunteers, and users – educating and motivating them to act in an environmentally responsible manner.**
- **Thinking granularly about our travel choices, including flights, public transport, car lift shares and minimising unnecessary long-distance journeys at all times.**

We report our environmental accounting via [Greenly](#)

Last updated October 2024