

Environmental policy & carbon reduction plan

Last reviewed December 2025

Cowshed Communication Ltd is an award-winning, fully integrated PR, Communication, Design and Media buying agency. We specialise in the provision of PR, Communication and Design campaigns through digital media. Our clients come from the public sector, the third sector, and the private sector.

At Cowshed we make every effort to minimise any detrimental impact our activities, processes and services may have on the environment. We are committed to protecting the environment and making a positive difference by undertaking all activities in a responsible manner.

Cowshed Communication Ltd is committed to meeting all our compliance obligations (both voluntary and mandatory) and minimising its impacts upon the environment. As part of our commitment to continual environmental improvement and pollution prevention we have assessed our key environmental impacts which relate to the use of paper, use of energy in the office, transport and production of goods for Cowshed's media campaigns, and production of waste.

Our EMS is externally certified under the Green Dragon scheme and is central to our UN Global Compact commitments and reporting.

Our EMS focuses on:

- Increasing awareness of good environmental practice across our team and encouraging the team to think creatively to reduce our environmental impact both inside and outside of work.
- Continually improving the environmental performance of our company by setting environmental objectives, targets and supporting programmes.
- Seeking out opportunities to reduce our energy & water use and associated carbon emissions, through investing in new technology and implementing equipment power downs & purchasing 100% renewable energy.
- Maximising energy and water efficiency and reducing consumption
- Wherever possible supporting local traders and suppliers, reducing mileage and increasing our contribution to the local economy.
- Including sustainable development principles in our procurement procedures
- Encouraging staff to walk, cycle or use public transport to get to work and to try to car share when working with external suppliers
- Continuing the use of recycled paper in office printers, double-sided printing policy and aiming to reduce paper use
- Continuing to use automated lighting and efficient LED lighting throughout the office.
- Continuing use and maintenance of Zip Water Boiler
- Maintaining a recognised Environmental Management system

Progress and achievements:

We successfully met our 2024–2025 environmental targets. We are in the process of finalising quantified reduction data and will publish a carbon reduction plan in 2026.

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- We added environmentally friendly client Plymouth and South Devon Community Forest to our retained list.
- We revisited our Benefits document and added the incentive of an Electronic Vehicle Salary Sacrifice Scheme to enable more members of staff to make a swap to EV's. Our CEO has changed to a 100% Electric car.
- Several team members have participated in the Cycle to Work scheme
- We have successfully reduced our electrical consumption compared to the previous year.
- We updated all company laptops with refurbished computers rather than brand new. All old laptops to be recycled by our IT company.
- We have revised and updated our Code of Conduct and shared with our suppliers, contractors and freelancers to ensure we are working with companies sharing the same standards and principles.

During 2024–2025 we focussed our environmental efforts on production activity. Following team training and ideation sessions, we implemented several improvements:

- We reducing travel by using local freelancers, i.e. North Wales based videographers when filming North Wales.
- We always plan for car sharing on shoots where possible
- We do not approve the purchasing of disposable bottles of water to encourage use of reuseable ones.
- We prioritised hiring props or purchasing second-hand items where applicable.
- We always ensure we are working with freelancers who adhere to these practices and our code of conduct..

Our future goals for 2025-2026 include:

- Full publication of UK Gov approved Carbon Reduction Plan.
- Further monitoring of mileage and by transport with the aim of making a clear % reduction
- Further monitoring with water usage in the office
- More in depth monitoring and analysis of office waste broken down by general & recycled matter, with the aim of reducing general waste and increasing recycled matter.
- Roll out staff initiatives to use reusable coffee cups and water bottles.
- Research and roll out ecological pension providers

Our environmental and carbon reduction plan will be communicated to all members of staff, made publicly available and reviewed annually and revised, as necessary.

A handwritten signature in black ink, reading "Vicki Spence-Francis". The signature is written in a cursive, flowing style with a large initial 'V'.

Vicki Spence-Francis
CEO & Founder, Cowshed

Date: 15/12/2025