

OUR RESTLESS QUEST TO LEAVE A POSITIVE LEGACY



Introduction to our annual ESG report

We're Linney – a connected marketing services group with a proud heritage dating back to 1851. What began as a small bookshop in Mansfield, has grown into the largest family-owned business in our sector.

With more than 1,300 colleagues operating throughout the UK, and a turnover of £130 million, we bring together creativity, technology and strategic insight across every marketing and communications channel for some of the world's biggest brands.

While our main site is a 37-acre hub in Nottinghamshire, our people, wherever they're based, are at the heart of everything we do.

Our services

We provide end-to-end marketing solutions, covering every aspect of the marketing supply chain. From concept to delivery, we specialise in creating, producing and activating impactful campaigns across all channels.

Creative

Our full-service creative team delivers campaigns through art direction, brand strategy, graphic design and more, all informed by deep audience insights.

Digital

We design and develop digital experiences, from websites and apps to augmented/virtual reality and social media, ensuring seamless user engagement at every touchpoint.

Print and display

With a rich heritage in print, we offer high-quality digital and litho printing, award-winning point of sale (POS) and retail displays, which engage consumers.

Ecommerce and fulfilment

Our comprehensive ecommerce services include product and fulfilment, logistics, warehousing, customer services and returns management, ensuring your goods reach the right place at the right time.

Packaging

We design and produce bespoke, sustainable packaging solutions that capture attention both instore and online.

Martech

MyCentre, our proprietary marketing workflow system, supports our clients through every stage of the campaign lifecycle, streamlining processes and letting marketers focus on their key tasks.

Events and film

We create memorable experiences through live and virtual events, supported by in-house film production, including virtual production, animation and editing.

Our commitment to responsible business

Everything we do is guided by our four pillars: People, Community, Environment and Partnerships. These pillars shape our approach, influencing how we treat our people, engage with communities, manage our environmental impact and collaborate with partners. Sustainability is not just a goal but a standard across all our operations.

As you explore our annual environmental, social and governance (ESG) report, you'll see how these pillars drive our practices and reinforce our commitment to creating a positive, sustainable impact through responsible business.

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EXECUTIVE SUMMARY

Sustainability: it's who we are

A note from Charlie Linney

At Linney, sustainability is not just a responsibility – it's a guiding principle that shapes how we grow, innovate and support our people and communities. In this year's ESG report, we reflect on a period of significant progress while keeping our eyes on the challenges and opportunities that lie ahead.

A highlight this year was achieving Gold status in the EcoVadis assessment, placing us in the top 2% globally and reinforcing our commitment to environmental and social responsibility. Our continued alignment with the Science-Based Targets initiative (SBTi) has helped drive down our carbon intensity, even as we've seen slight increases in overall emissions due to growth. These investments are paving the way for future sustainability gains, ensuring that the progress we make now lays the foundation for long-term success.

In terms of environmental impact, we've completed the planting of more than 20,000 trees in Sherwood Forest, bringing us closer to our ultimate target of 25,000 by 2025. This milestone complements other initiatives like installing 2,499 solar panels, which now generate 14% of our energy.



Additionally, we've trained 92 colleagues in sustainability, equipping them with the knowledge to help drive environmental best practices across the business.

We're also deepening our leadership in industry sustainability, having now sponsored two major POPAI (Point of Purchase Advertising International) POS research projects focused on compliance in retail POS and the recycling of POS materials at the end of their lifecycle. These projects are a key part of our commitment to promoting responsible business practices across the industry.

As we embrace new technologies, we are also mindful of the growing role that digital services and emerging tools like generative AI will play in shaping the future. We are carefully considering the ethical implications of these technologies, while exploring how AI can help us improve our ESG practices. This includes using AI to streamline processes, enhance decision making and discover new opportunities for sustainability and social responsibility.

On the social front, this year saw the reintroduction of supported internships for

people with disabilities from Portland College, reaffirming our dedication to inclusivity and community engagement. We've continued to support our people with more than 8,000 hours of training, including sustainability education, while expanding initiatives like our EV-leasing and Cycle2Work schemes, helping employees adopt greener commuting options.

On the governance front, we've strengthened partnerships with the World Land Trust to protect rainforests, offset emissions and safeguard biodiversity. We're also proud of the funds we've raised for causes like Forever Stars and Solving Kids' Cancer, demonstrating our commitment to making a real difference in our communities.

As you explore this report, you'll see how sustainability is embedded in every facet of our business. We are constantly adapting to a rapidly evolving world while demonstrating that business growth, technological innovation and sustainability can work hand in hand.

We're proud of the strides we've made and look forward to continuing this journey towards a more sustainable and responsible future.



"Change is everything. It's why we've been restless since 1851."

– Nick Linney, chairman

ACCREDITATIONS AND CERTIFICATIONS

Our accreditations

Striving for the highest standards

This year, our commitment to reporting carbon emissions and implementing effective environmental strategies was recognised with a Gold rating in the EcoVadis assessment, underscoring our dedication to social responsibility, sustainable procurement and ethical business practices. Additionally, our improved A- rating from the CDP highlights the positive steps we've taken and our plans to further reduce carbon emissions.

Our greenhouse gas report has been successfully verified to ISO 14064-1, adding credibility to our emissions data and reduction strategies. By joining the UN Global Compact, we reaffirm our commitment to responsible business practices on a global scale. The Safe Supplier certificate further acknowledges our status as a trustworthy business to work with.

We also continue to align with ISO 26000 social responsibility guidance, reinforcing our commitment to fostering positive social impacts, respecting human rights and upholding responsible business operations.



UNSDGs



Our commitments

Working with the United Nations Sustainable Development Goals

Aligning our sustainability strategy to the United Nations Sustainable Development Goals (SDGs) provides us with a comprehensive framework to tackle global challenges and drive meaningful change.

This ongoing commitment extends to our clients too. As a business working with major global brands, we have an opportunity to help and support them towards sustainable business models.

By sharing knowledge and best practice from our field, we help our clients improve their social and environmental impact.

By embracing the SDGs and monitoring our performance against them, we strengthen our reputation as a socially responsible business, sharpen our competitive edge and contribute to a better world for future generations. Together, we can make a difference.

OUR FOUR PILLARS

Measuring our success

Linney is a business built on insight and strategy, and our ongoing commitment to environmental, social and corporate governance is no different. The guiding principles we apply to every piece of work are:

Stay restless

We've been restless since 1851. It's our mantra. And it's how we maintain our edge and continue to challenge every aspect of what we do.

Be the change

It's not in our nature to sit back and wait. When it comes to positive action, we're in the driving seat and bringing our partners along with us.

Our four pillars serve as the foundation of our responsible business strategy:



ENVIRONMENT

We embed sustainability in every aspect of our operations, from eco-friendly design and energy-efficient manufacturing to waste reduction and responsible sourcing, focused on minimising our carbon footprint and promoting a circular economy.



COMMUNITY

We support our communities through initiatives that prioritise education, social mobility and health, focusing on helping the young and elderly, and those recovering from injury through partnerships with schools, charities and organisations.



PEOPLE

We foster a diverse, inclusive culture where every individual feels valued and empowered. We invest in personal development, promote wellbeing and create an environment where everyone can thrive.



PARTNERSHIPS

We build long-term, ethical partnerships with shared values, working with suppliers, collaborating with clients for positive outcomes and engaging external stakeholders to drive innovation and responsible growth across our ecosystem.

Responsible evolution

As we continue to evolve and embrace the future, our commitment to ESG remains central to everything we do. We recognise that achieving greater impact requires continuously refining our approach and broadening our vision.

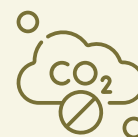
This year, we have made a key change by renaming the "Supply Chain" pillar to "Partnerships". This shift highlights our commitment to not only how we collaborate with suppliers but also how we foster strong, ethical relationships with clients, communities and other organisations. By adopting a more inclusive perspective, we aim to drive positive change across all facets of our business.

These four pillars are the cornerstone of our responsible business strategy, driving our commitment to sustainability, inclusivity and positive societal impact as we continue to grow and innovate.

OUR ENVIRONMENT

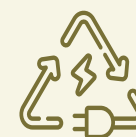


By the end of 2025, we aim to...



REDUCE CARBON EMISSIONS BY
6,000 TONNES

...that's the equivalent of 600 flights between Paris and New York.



REDUCE ELECTRICITY USAGE BY
8.7m KWH

...that's the amount of energy used by 4,000 typical UK households per year.



REDUCE OVERALL WASTE BY
30%

...through increased recycling, smart supply chain initiatives and business manufacturing efficiencies.



PLANT
25,000 TREES

...by working in partnership with the Sherwood Forest Trust to help support an area of natural beauty for future generations.

OUR ENVIRONMENT IN ACTION



★ **250,000**
BEES (APPROXIMATELY) ACROSS FIVE
HIVES INTRODUCED THIS YEAR

 **SDG 15**



★ **10,000**
TREES PLANTED IN OUR LARGEST SINGLE PLANTING
SITE THIS YEAR IN SHERWOOD FOREST

 **SDG 13**



★ **TOP 2%**
RANKED OUT OF ALL GLOBAL RESPONDENTS,
RECOGNISED WITH AN ECOVADIS GOLD AWARD

 **SDG 12**



★ **92**
LINNEY PEOPLE TRAINED IN SUSTAINABILITY
IN THE PAST 12 MONTHS

 **SDG 4**



★ **151**
TONNES OF CO₂ AVOIDED THROUGH
ELECTRIC VEHICLES AND CHANGES IN
TRAVEL AND MEETING HABITS

 **SDG 11**



★ **52,560 KWH**
ANNUAL ENERGY SAVED BY UPGRADING TO
A MORE EFFICIENT TRANSFORMER – ENOUGH
TO POWER 14 UK HOMES FOR A YEAR

 **SDG 7**



★ **25%**
REDUCTION IN ELECTRICITY CONSUMPTION
SINCE 2020 THROUGH ENERGY EFFICIENCY
IMPROVEMENTS AND SOLAR POWER

 **SDG 7**

OUR ENVIRONMENT CASE STUDIES

Woodland wonderland

We've promised to plant 25,000 trees in Nottinghamshire's Sherwood Forest by 2025 in an ambitious reforestation project launched to complement our current offsetting initiatives – and provide a rich habitat for local wildlife and people to enjoy.

As a heritage site of international significance, Sherwood Forest boasts a rich ecological legacy and is home to an abundance of native wildlife. Not only that; the woodland also serves as a vital

carbon sink for the region. To date, we've planted more than 20,000 seedlings – another 10.5 hectares of tree coverage.

It's testament to what we can achieve through strong partnerships and a shared dedication to protecting our natural world.



A for achievement

We were proud to score an A- in our recent submission to Carbon Disclosure Project (CDP), an organisation that helps companies manage their environmental impact.

This rewarding result has earned Linney the coveted leadership status for environmental stewardship. This achievement places us above the average score of B across Europe and above the average in the paper products and packaging sector.



Hive of activity

We were all a-buzz to welcome five beehives outside our Create building as part of our mission to enhance the biodiversity of our Mansfield site.

Working in partnership with a local beekeeper, we're dedicated to making sure our hives thrive – not only as vital pollinators but also to produce Linney's own honey. Anything we harvest will be shared with clients, visitors and Linney people, who can also enjoy a glimpse into our hives to see the bees at work. It's been a great way to drive awareness and engagement about the steps we're taking towards a sustainable future.

Safety is always top of mind at Linney, so we've taken strict precautions to train our dedicated first aiders and prevent any risk to guests.



Bags of life in old banners

We're collaborating with McDonald's to upcycle used promotional banners from its Fun Football events to create pencil cases, backpacks, bucket hats and more.

While printed banners often end up in landfill due to the difficulties related to recycling materials like PVC, our "Banners to Bags" initiative breathes new life into waste. The products we create are then gifted to the children who attend our client's Fun Football sessions. It's a special opportunity to engage a younger audience and educate them about the importance of recycling.

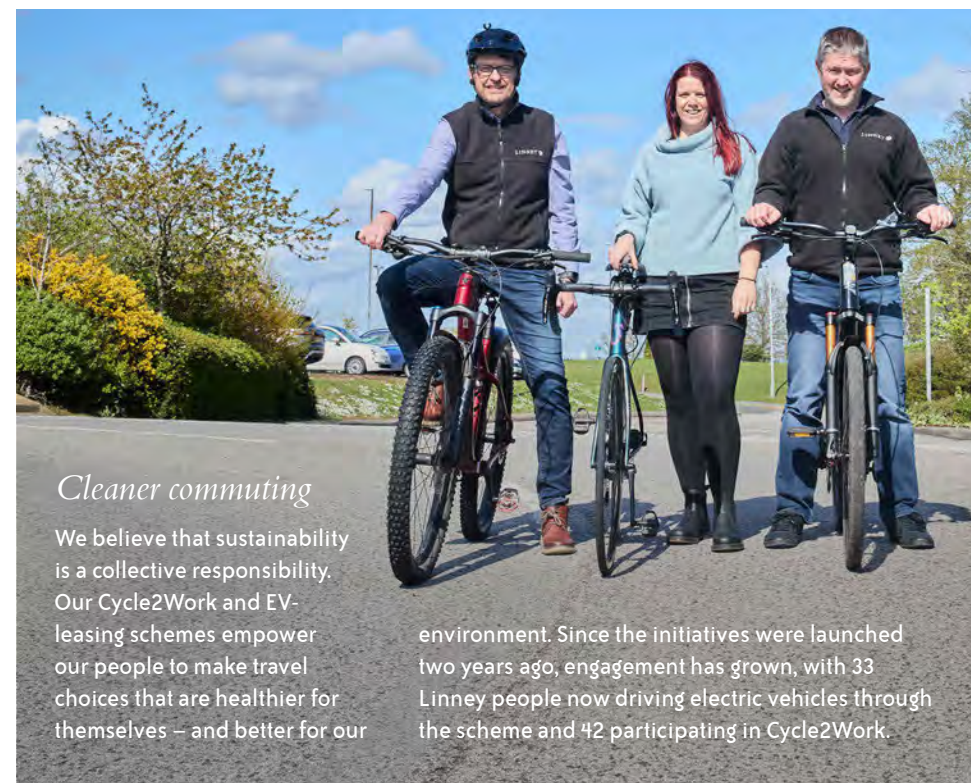
Head of sustainability, Scott Tunnicliffe said: "This is another exciting endeavour that's emblematic of our commitment to sustainability. We're making a positive impact while turning banners into fantastic, functional products. Together with McDonald's, we're minimising waste and embracing a greener, more creative future."



Making the switch

We're lighting the way in energy efficiency, with nearly 80% of our Mansfield site now equipped with the best in energy-saving LED bulbs.

We also installed passive infrared sensors across our Adamsway main office and factory, an investment that's helping us eliminate wasted energy and extend the lifespan of our lights. A new high-voltage transformer and a state-of-the-art low-voltage panel complete our energy overhaul, boosting efficiency by 50% to make sure our entire site operates on a more sustainable and cost-effective power system.



Cleaner commuting

We believe that sustainability is a collective responsibility. Our Cycle2Work and EV-leasing schemes empower our people to make travel choices that are healthier for themselves – and better for our

environment. Since the initiatives were launched two years ago, engagement has grown, with 33 Linney people now driving electric vehicles through the scheme and 42 participating in Cycle2Work.

OUR COMMUNITY



By the end of 2025, we aim to...



INVEST IN

LOCAL BIODIVERSITY

Our business is in the heart of Sherwood Forest, one of the UK's most iconic and prized woodland areas. Through our rewilding activities, we are committed to helping preserve nature and fight climate change through preservation and regeneration projects.



PROVIDE AND DONATE TO

COMMUNITY SUPPORT

Our roots are deeply connected to our community and we realise the difference it makes when businesses actively support wonderful community causes. This includes working with schools, community groups, a diverse range of charities and much more. When we think we can make a difference to the lives of others, we try to do so.



CREATE AND PROMOTE

WORK OPPORTUNITIES

Young people are the future – nurturing their talent and power is an important way of creating positive change. We'll continue to offer work placements to young people to equip them with real-world skills.

OUR COMMUNITY IN ACTION



★ **£100,000**
**DONATED ANNUALLY TO COMMUNITY
AND CHARITY CAUSES**

SDG 1



★ **2**
**NEURODIVERSE YOUNG PEOPLE SUPPORTED THROUGH
INTERNSHIPS FOR EMPLOYMENT TRANSITION**

SDG 10



★ **50**
**MEN EACH MONTH ASSISTED THROUGH GROUPS
RUN BY MEN'S MENTAL HEALTH CHARITY "IN SAM'S
NAME", WHICH WE HELPED TO FUND THIS YEAR**

SDG 5



★ **53**
**DEFIBRILLATORS PLACED IN UK SCHOOLS BY
LEON'S LEGACY, A CHARITY WE SUPPORT**

SDG 3



★ **24**
**FAMILIES EACH MONTH USE THE SERENITY SUITES,
CREATED BY THE CHARITY FOREVER STARS – A CHARITY
WE SUPPORTED IN NOTTINGHAMSHIRE – TO HELP
THOSE FACING STILLBIRTH OR INFANT LOSS**

SDG 3



★ **3,120 MILES**
**DISTANCE CYCLED BY 39 RIDERS IN THE SKEGNESS
CHARITY BIKE RIDE, RAISING £7,383 FOR TWO VERY
DESERVING CHARITIES, NOMINATED BY LINNEY PEOPLE**

SDG 3



★ **2009**
**FOUNDING YEAR OF SPECTRUM WASP, RECIPIENT
OF ONE OF OUR DONATIONS THIS YEAR, WHICH
SUPPORTS THOSE ON THE AUTISTIC SPECTRUM
AND WITH SPECIAL EDUCATIONAL NEEDS**

SDG 10

OUR COMMUNITY CASE STUDIES

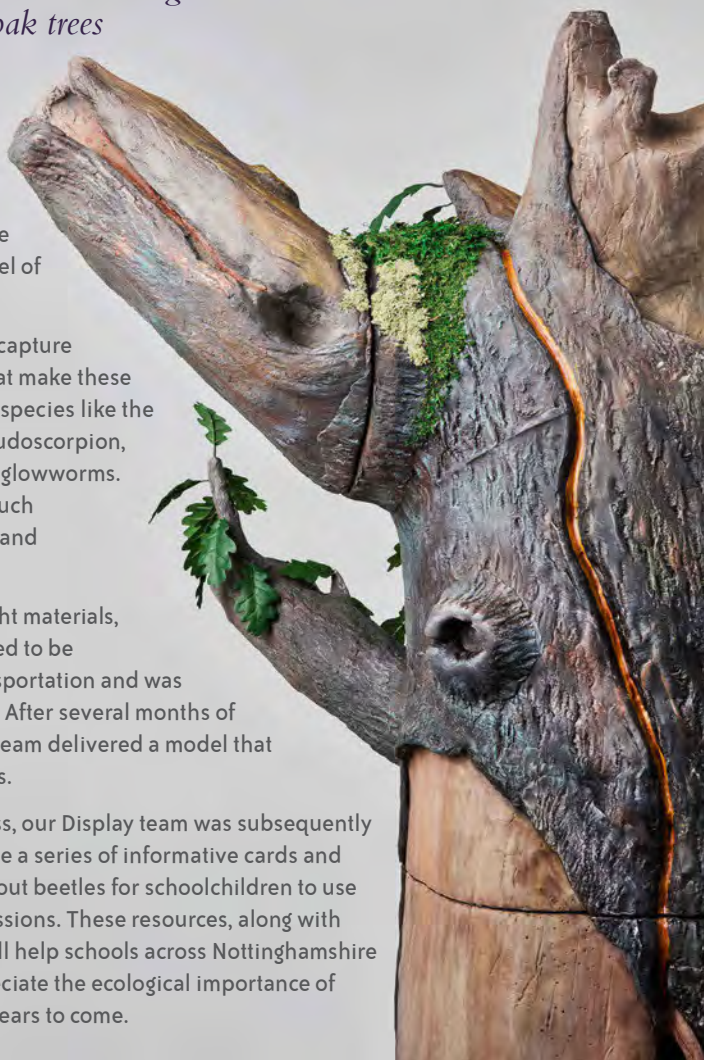
Crafting connections: educating through ancient oak trees

We were honoured when a Nottinghamshire County Council's officer approached us with a request to create an accurate scale model of an ancient oak tree.

The model needed to capture the intricate details that make these trees vital habitats for species like the saproxylic beetle, pseudoscorpion, green tiger beetle and glowworms. It included elements such as mushrooms, lichen and mycelium networks.

Crafted from lightweight materials, the model was designed to be modular for easy transportation and was exceptionally realistic. After several months of meticulous work, our team delivered a model that exceeded expectations.

Building on this success, our Display team was subsequently commissioned to create a series of informative cards and make-it-yourself pop-out beetles for schoolchildren to use during educational sessions. These resources, along with the oak tree model, will help schools across Nottinghamshire understand and appreciate the ecological importance of ancient oak trees for years to come.



Portland College placements

We're delighted to be working with Portland College, a charity in Mansfield dedicated to providing education and support to students with additional needs. Our link with Portland College spans multiple generations of the Linney family and business.

We're hosting two supported interns on a year-long placement, with the aim of offering them employment. One student, Steven, has joined our C1 Trays team, while T-Jay is working with our recycling team – a role that aligns with his lifelong passion for environmental sustainability.

Both have quickly adapted to their roles. Their enthusiasm and dedication are testament to the importance of creating an inclusive workplace. These internships represent our commitment to promoting diversity and inclusion.



T-Jay

Steven



A clean break

Colleagues from our design studio joined forces with Mansfield District Council for a community clean-up. Our team wellness sessions are an opportunity for Linney people to unwind and connect through activities such as sport, baking and even community efforts like litter picking. This is a testament to our colleagues' dedication to making a difference in our local environment, their commitment to our broader sustainability goals and our business-wide positive attitude to maintaining the wellbeing of our workforce.



Charity support

We're dedicated to supporting vital causes and inspiring organisations through regular fundraisers. We gather hundreds of donations for the annual Macmillan Coffee Morning and Jeans for Genes events, helping those affected by cancer and children living with genetic disorders.



Powering progress: the pay-it-forward pledge helping students in need

A core part of our service offering is commercial printing. So, naturally, one of our primary waste products is paper.

The Power¹ project repurposes paper offcuts into unique notebooks, each page a different colour and texture. And for every Power¹ notebook we sell via our website, we donate one to a young person in our community who wouldn't otherwise be able to afford one.

Each of the child-friendly and colourful notebook designs highlights a critically endangered animal – drawing attention to the need to preserve these creatures in their natural habitat.

To date, more than 35,000 Power¹ notebooks have been sold, which means 35,000 have been gifted to children at schools in the Mansfield area, including The Bramble Academy, Seely Primary and Nursery School and St Peter's Church of England Primary Academy.



Charity raffle supports diverse causes

The Linney charity raffle highlights the generosity and compassion within our community. It is also a testament to our commitment to making a positive impact for a wide range of important causes over the year.

Throughout 2024, we've received an overwhelming number of nominations for charities that hold deep significance for our people, making the selection process both challenging and inspiring. After thorough consideration, alongside a dedicated group of colleagues, we selected 16 special charities to receive financial aid. Four primary beneficiaries received substantial donations of £1,500 each, while the remaining 12 organisations were awarded £250 each.

Our contributions support a diverse range of causes. These include Forever Stars, an East Midlands charity aiding families affected by stillbirth or infant loss and Spectrum WASP, providing support for children and young people with autism, special educational needs and disabilities. We also contributed to In Sam's Name, a men's mental health and suicide support group and the John Eastwood Hospice, which offers palliative care in Mansfield.

Additionally, funds were directed to The Beacon Project for homeless support, Nottinghamshire Blood Bikes for urgent NHS transport and Leon's Legacy for defibrillator installations in schools. We also supported Mansfield Soup Kitchen, Jerry Green Dog Rescue, MindOut for LGBTQ+ mental health, Cavendish Cancer Care, Feel Good Gardens, Solving Kids' Cancer, Mansfield Wildlife Rescue and the Guide Dogs for the Blind Mansfield branch.



OUR PEOPLE



By the end of 2025, we aim to...



CONTINUE TO PROMOTE

EQUAL OPPORTUNITIES

We're committed to recruiting and retaining talented people who reflect our wider society and creating a workplace that's inspiring, safe and diverse.



REMAIN A

ZERO DISCRIMINATION EMPLOYER

We won't ever stop challenging discrimination, whatever form it takes. We're a discrimination-free business, and there are no exceptions to this rule.



MAINTAIN EXTREMELY HIGH STANDARDS OF

HEALTH AND SAFETY

We'll reduce the frequency and severity of accidents year on year through ongoing continuous improvement.



SUPPORT OUR EMPLOYEES'

HEALTH AND HAPPINESS

We're nothing without our people – and that's why employee wellbeing is at the centre of our Linney Healthy Values. We do our very best to encourage a balanced approach to working life, with initiatives like hybrid working, workplace yoga and more.

OUR PEOPLE IN ACTION



★ 222
INTERNAL RECRUITMENT POSITIONS FILLED AS PART
OF OUR COMMITMENT TO CAREER DEVELOPMENT

SDG 8



★ 8,137
TOTAL TRAINING HOURS COMPLETED

SDG 4



★ 5
MENTAL HEALTH FIRST AIDERS
TRAINED ACROSS THE BUSINESS

SDG 3



★ 24
TRAINING PROGRAMMES AVAILABLE
THROUGH THE LINNEY TRAINING ACADEMY

SDG 8



★ 33
NEW PRIVATE ELECTRIC VEHICLES ON THE ROAD
THROUGH OUR EV-LEASING SCHEME FOR STAFF

SDG 11



★ 42
NEW BIKES ON THE ROAD THROUGH
THE CYCLE2WORK SCHEME

SDG 13



★ 44
NUMBER OF YEARS OUR LONGEST-SERVING
EMPLOYEE HAS WORKED HERE

SDG 8



★ 86
NUMBER OF PEOPLE WHO HAVE
BEEN HERE MORE THAN 25 YEARS

SDG 8

OUR PEOPLE CASE STUDIES

Sustainability sussed

We're on a mission to help our people stay aligned and engaged with our sustainability goals through regular training programmes, designed to raise awareness of what's causing climate change and what we can do to help.

We cover essential topics including energy use, mindful consumption, waste management and carbon emissions. It's about driving change at work and at home, reassuring our people that a sustainable lifestyle can and should be affordable and accessible for everyone.

To date, more than 90 colleagues have completed this training, aligning with our broader efforts to embed sustainability into our culture.



Health and safety

The health and safety of our people, clients and visitors remains a daily priority across our business.

Available on our new training portal, Linney Training Academy, we've launched a number of courses designed to improve health and safety awareness and compliance. We're also working closely with team leaders to keep it on the agenda in our daily team meetings.

We're also committed to regularly reviewing and optimising the safety of our Mansfield site. We've added new steps in our manufacturing and warehousing areas to better separate colleagues and material handling equipment and reduce the risk of injury. Meanwhile, in our Make print production facility, we've recently redesigned our factory walkways to make the shop floor easier and safer to navigate.

Preparing for allergic reactions

Stings, bites and other allergens can pose a sudden risk to health, so we've been making sure our people have the tools to deal with all kinds of allergic reactions, including anaphylaxis.

As part of our ongoing commitment to safety, several colleagues have now been trained to spot the signs of and to handle this type of emergency, to complement our work on broader environmental initiatives such as introducing native bees to our site.

While promoting biodiversity is important, safeguarding the wellbeing of everyone on site remains paramount. Our move to proactively address the potential health risks, particularly those related to allergies, has received positive feedback from colleagues who can work at Linney knowing their health and safety are always a priority.



Portal of potential

The Linney Training Academy is a new knowledge hub designed to identify and deliver opportunities for our people to develop their skills and build new ones.

We offer a great variety of training to suit our diverse range of roles, from first aid coaching through to our Core Values course, which helps colleagues to get a feel for the culture of our business. The Academy is a centralised platform that makes it easy to find, book and review our courses. This means colleagues can view and monitor their own progress, while team leaders can track the training needs of their teams.

We've also introduced a suite of e-learning courses covering essential topics like health and safety compliance. It's been vital in helping colleagues organise training around their day-to-day work.

Enhancing the skills of Linney people is key to a positive workplace, one where we all thrive in rewarding roles with ample opportunity for development.

Clubs and activities

As a diverse, community-led business, ensuring the wellbeing of our teams is central to maintaining a sustainable and collaborative workplace. It's why we host and support a range of internal clubs and extracurricular activities that help our people connect, learn new skills and enjoy time out with colleagues and friends.

Book and crochet clubs serve as fun, creative outlets, while our weekly yoga sessions offer colleagues an invigorating start to their day. For those looking for ways to stay active, there are lunchtime walking groups and post-work football and cycling sessions. We also host annual charity football and golf tournaments to bring our people together in support of a worthy cause.



Moving on up

We're committed to helping our people to grow and develop through regular performance appraisals and our new Linney Training Academy.

These development initiatives are designed to empower colleagues to have the skills and qualities needed to advance into new and exciting roles across our business. We actively encourage internal career progression and we're proud that, over the past 12 months, more than 200 positions have been filled by talented Linney people.

At Linney, we've always embraced change – not just for business growth, but for the benefit of our people. Supporting progress is key to a healthy and thriving culture.



The road to a cleaner, greener commute

To help us understand our people's travel habits and keep our sustainability efforts on track, we asked colleagues how they prefer to get to and from work.

Our survey helped highlight some encouraging trends. For example, thanks in part to our EV-leasing scheme and Cycle2Work programme, many colleagues are choosing sustainable transport to get around. Many are also cutting down on travel, thanks to hybrid working.

To build on this we'll be sharing the benefits of carpooling and encouraging the use of local public transport links. We also plan to raise awareness about the benefits of renewable energy, inspiring more of us to make eco-friendly choices at home.

We expect to see more Linney people adopting green practices, furthering our wider sustainability goals and reinforcing our collective commitment.

OUR PARTNERSHIPS



By the end of 2025, we aim to...



UNDERTAKE EACH PROJECT WITH A

TREAD-LIGHTLY APPROACH

We'll carefully plan how we work, using only what we need – with each resource being as sustainable and environmentally friendly as possible. Our priority is reducing our carbon footprint throughout our value chain.



ENSURE ALL SUPPLIERS SIGN THE

LINNEY SUSTAINABLE SUPPLIERS' CODE OF CONDUCT

Our supply chain partners must be as committed to sustainability as we are, across every area of their businesses.



CONTINUE OUR COMMITMENT TO

SUSTAINABLE PROCUREMENT

Working with many different businesses and procuring hundreds of distinct items, we have a responsibility to make sure we source sustainably – with our Procurement team trained to make judgements that are environmentally and ethically sound.

OUR PARTNERSHIPS IN ACTION



★ 20,000
CORPORATE MEMBERS WE JOINED
WITH UNDER THE UN GLOBAL COMPACT

 SDG 17



★ 2,500
PENCIL CASES REPURPOSED FROM BANNERS
AND FLAGS FOR ATTENDEES AT MCDONALD'S
FUN FOOTBALL EVENTS

 SDG 9



★ 579
ORDERS PLACED THROUGH OUR REGENERATE
RETRADE WEBSITE SINCE 2022, REDUCING WASTE
AND RAISING MONEY FOR GOOD CAUSES

 SDG 12



★ 100%
OF OUR PAPER AND BOARD SOURCED
FROM FSC-APPROVED SUPPLIERS

 SDG 14



★ 53
MEMBERS OF THE ZERO CARBON FORUM WE JOINED
TO HELP HOSPITALITY ACHIEVE NET ZERO

 SDG 13



★ 35,570
POWER¹ NOTEBOOKS DONATED TO CHILDREN IN
DISADVANTAGED PRIMARY SCHOOLS SINCE 2022

 SDG 10



★ 38
OF OUR TOP 40 SUPPLIERS COMPLETED
OUR SUSTAINABILITY SURVEY

 SDG 17

OUR PARTNERSHIPS CASE STUDIES

Sustainably balanced

Since May 2021, Linney has been actively supporting the World Land Trust (WLT) Carbon Balanced programme. We've balanced 7,722 tonnes of CO₂e, resulting in the protection of 605 acres of vital land and the safeguarding of 2,664 terrestrial species.

This effort is a key part of our broader environmental strategy, which includes collaboration with our paper suppliers to make sure that most of the coated paper we use is already carbon balanced. For the paper that's not pre-balanced, we offer the option to offset the carbon emissions of each job for a small additional cost. This means that even the remaining emissions associated with our paper usage can be effectively neutralised, further reducing our overall environmental impact.

The carbon we've balanced through WLT is equivalent to offsetting the emissions of:

- 27,982,316 miles driven by an average car per year
- 3,682 cars on the road for a year
- 239,165 laps around the M25 by the average car
- 3,785 return flights from London to New York

Our partnership with WLT supports global conservation efforts and helps reduce our carbon footprint.



Sustainability success with students

This year, Linney partnered with five Nottingham Trent University postgraduate students to support their academic endeavours while enhancing our sustainability credentials.

As part of the MBA course in Change Management, the students visited us to immerse themselves in our culture, explore sustainability initiatives and identify potential areas for improvement.

Through interviews with our team members, the students conducted research contributing to their qualifications. They later presented their findings, offering us valuable insights and a fresh perspective on our sustainability efforts.

This collaboration not only supported the students' academic growth, but also provided us with innovative ideas to further our commitment to sustainability.



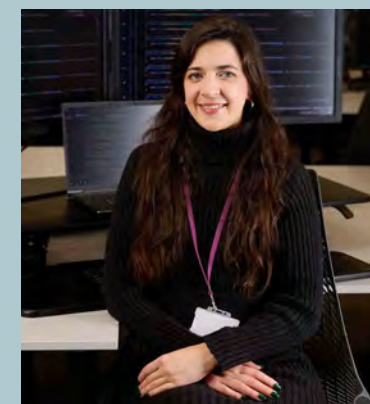
Supporting future talent through education and employment

Adrian Hook joined Linney on an extended work experience programme, while he was a T Level Software Development student at Vision West Notts College. He made such a positive impact that we offered him a full-time role within our IT Applications team.

Beth Harrogate (pictured right), who also joined us on the T Level programme, added: "Having a placement at Linney helped me to fast-track a lot of my learning at college and the practical application of this in solutions for pretty big clients."

Jack Lloyd, already part of our team, decided to further his learning by enrolling in a college apprenticeship course while continuing his role.

Supporting people at every stage of their career is part of who we are – helping them build skills, gain experience and thrive.



Introducing the Zero Carbon Forum

Our commitment to sustainability is exemplified by our joining the Zero Carbon Forum, which aims to accelerate the brewing and hospitality industry's journey to net zero carbon by 2040.

By focusing on decarbonisation over offsetting, we're reducing supply chain emissions through pioneering products and best practices. This collaboration allows us to support our customers' sustainability efforts and share innovative solutions across the sector.

As part of this initiative, we engage with industry leaders, exchanging strategies that help both our business and our partners minimise environmental impact. Through the Zero Carbon Forum, we're not just advancing our ESG goals – we're also fostering a more sustainable future for the entire industry, highlighting the power of collaboration in achieving meaningful change.



Selling sustainability

Our Regenerate Retrade website showcases our commitment to sustainability and strong client partnerships, as well as repurposing old stock and generating valuable funds.

This members-only platform offers a second chance for end-of-life products by selling them at up to 95% off their original prices.

Available exclusively to Linney people and our clients, the site features a wide variety of discontinued items, including sportswear, computer games, beauty products, hair care and even beer and wine glasses.

By partnering with our clients, we help reduce waste and extend the life of products that might otherwise be recycled or destroyed.

Moreover, all profits generated from Regenerate Retrade are donated to charity.

Join the club.

Where sustainability and social good come together to bring you amazing deals!

Login

Find out more



The Power of partnership

Our Power¹ notebooks project has been significantly enhanced by the collaboration with our two largest paper suppliers, Denmaur and Antalis, who have contributed their waste materials to the campaign.

This partnership is a powerful example of how businesses can work together to reduce waste and promote sustainability. By repurposing these materials, we're not only minimising environmental impact, but also giving back to our local communities.

This joint effort underscores the positive outcomes that can be achieved when companies unite for a common environmental goal.

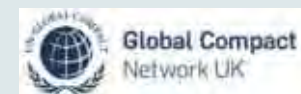


Commitment to the UN Global Compact

We're proud to be part of the United Nations Global Compact, a worldwide programme encouraging companies to align their operations with 10 universally accepted principles in human rights, labour, environment and anti-corruption.

Launched in 2000, the UN Global Compact is the world's largest corporate sustainability enterprise, with more than 15,000 companies and 3,800 non-business signatories across 160 countries.

Our participation reaffirms our commitment to ethical business practices and sustainability, contributing to a global movement that promotes positive change.



OUR IMPACT

Employee commute impact assessment

Annual survey findings

This year, we conducted our first annual commuting survey, with 422 employees participating, providing valuable insights into how our people travel to work. By extrapolating the data to our full workforce of 1,312 employees, we can better understand our overall commuting impact and begin exploring ways to reduce it.

These insights allow us to assess the environmental impact of our commuting habits and identify opportunities to support more eco-friendly travel options in the future.

Fossil fuel vehicles still account for the majority of commuting miles, but with electric vehicle adoption growing, there's a clear path forward. Supporting cycling, walking, public transport and encouraging a shift to electric vehicles will reduce our commuting emissions and make more sustainable choices available to all.

10%

of our employees commute in electric or hybrid vehicles

535,296 MILES

driven in fully electric vehicles – showing growing adoption

66,363 MILES

cycled and walked on employees' commutes – a low-impact way to travel

207,074 MILES

covered via train, contributing to our lower commuting emissions

2.19m MILES

driven in petrol cars, contributing the most to emissions

93

of our people use public transport to get to work

941,058 MILES

driven in diesel vehicles, the second largest source of emissions

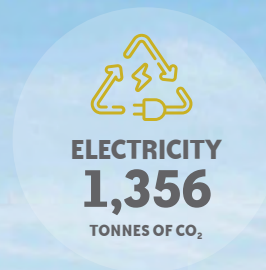
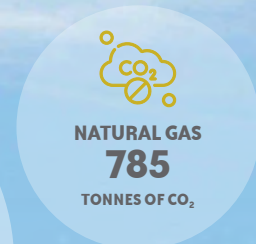
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employees commute by bicycle – an emission-free choice



OUR HOTSPOTS

Understanding our carbon hotspots is critical if we are to work on meaningful carbon reductions.



*2024 data covers period from May 2023 to April 2024

CARBON FOOTPRINT

Our carbon footprint report has been developed in accordance with the Greenhouse Gas Protocol and gives a detailed insight into the carbon hotspots for our business.

		Tonnes of CO ₂ e			
Activity type		2020	2022	2023	2024
Scope 1	Company premises	959	971	828	815
	Company vehicles	395	336	316	245
	Fugitive emissions	-	1	3	32
	Scope 1 – total	1,354	1,308	1,147	1,092
Scope 2	Purchased electricity (location-based)	2,034	1,621	1,418	1,356
	Purchased electricity (market-based*)	3,242	3,212	2,805	2,983
Totals	Scope 1 + Scope 2 - total	3,388	2,929	2,565	2,447
Scope 3	Purchased goods and services	20,914	15,536	18,294	20,178
	Capital goods	1,397	1,189	2,588	2,219
	Fuel and energy-related activities (not included in Scope 1 or Scope 2)	1,098	1,216	1,118	1,070
	Upstream transport and distribution	186	196	175	199
	Waste generated in operations	91	79	74	84
	Business travel	122	49	67	60
	Employee commuting	1,167	1,071	1,217	1,331
	Homeworking	-	-	-	166
	Downstream transportation and distribution	52	54	49	56
	Use of sold products	-	-	-	603
	End-of-life treatment of sold products	2,094	2,225	2,014	2,877
	Scope 3 – total	27,121	21,614	25,596	28,843
Totals	Scope 1 + Scope 2 + Scope 3 - total	30,509	24,543	28,161	31,290
Other	Scope 1 and 2 biogenic emissions	1,692	1,483	1,402	1,571
Intensity ratios: Scope 1 + 2 + 3 location-based	tCO ₂ e per £1m of turnover	304.2	247	246.1	244.6
	tCO ₂ e per employee	27	23.8	23.9	23.8
	tCO ₂ e per tonne of production	4,186	3,165	4.01	3,464

*Market-based not included in totals.

NOTE: Owing to a change in methodology in FY24, previously reported emissions may have changed in some categories.

	2020	2024	% Change from base year
Scope 1	1,354	1,092	-19.35%
Scope 2	2,034	1,356	-33.33%
Scope 3	27,121	28,843	6.35%
TOTAL	30,509	31,291	2.56%

Reporting timeframe	Turnover	CO ₂ per £1m turnover	% Change
01/05/2019 to 30/04/2020	£100,199,000	304.2	N/A
01/05/2021 to 30/04/2022	£99,228,000	247	-18.8%
01/05/2022 to 30/04/2023	£116,446,000	246.1	-19.09%
01/05/2023 to 30/04/2024	£128,194,000	244.6	-19.59%

Our progress

Since 2020, we've been making steady progress towards our 2025 goals. Between then and now, we have:



Reduced our total Scope 1 + 2 emissions by 28%

A reduction of 941 tCO₂e, equivalent to driving 3.4 million miles in an average car.¹

Target 30%



Reduced our electricity consumption by 25%

A reduction of 2.175 million kWh, enough energy to power 800 average UK homes for a year.²

Target 20%



Reduced our waste by 8%

A reduction of 324 tonnes across all waste streams, a volume equivalent to more than two blue whales!³

Target 30%



Trees planted 20,000

Covering an area larger than fourteen football pitches.⁴

Target 25,000

1. Source: DEFRA 2021, 0.27596kg of CO₂e per mile in average car (fuel unknown)

2. Source: Ofgem 2023, average 2 to 3 bedroom house; 2 to 3 people, consuming 2,700kWh annually www.ofgem.gov.uk/average-gas-and-electricity-usage

3. Source: <https://uk.whales.org/whales-dolphins/facts-about-blue-whales>

4. Source: www.woodlandtrust.org.uk/plant-trees/advice/how-to-plant

Greenhouse gas emissions performance summary

Our analysis of greenhouse gas (GHG) emissions from FY20 to FY24 highlights significant progress in reducing operational emissions, particularly in Scope 1 and 2, alongside manageable increases in Scope 3 emissions linked to business growth and investment.

Scope 1 (direct emissions)

Reduced by 19% from 1,354 tCO₂e in FY20 to 1,092 tCO₂e in FY24, driven by lower emissions from gas-powered forklifts and fleet vehicles.

Scope 2 (indirect emissions from purchased electricity)

Decreased by 33% from 2,034 tCO₂e in FY20 to 1,356 tCO₂e in FY24, thanks to:



Solar power: manufacturing plant solar installations.



Energy-efficient machinery: upgraded production equipment.



Electricity inlet upgrades: improved site energy infrastructure.

Combined Scope 1 and 2

A 28% reduction overall demonstrates progress in cutting direct emissions through targeted operational improvements.

Scope 3

Scope 3 emissions increased from 27,121 tCO₂e in FY20 to 28,843 tCO₂e in FY24, driven by business growth in key areas:

- **Capital goods:** up from 1,397 tCO₂e to 2,219 tCO₂e due to infrastructure investments supporting long-term sustainability.
- **Employee commuting:** increased from 1,167 tCO₂e to 1,331 tCO₂e due to a growing workforce.
- **End-of-life treatment of sold products:** rose from 2,094 tCO₂e to 2,877 tCO₂e, reflecting higher product volumes and the inherent emissions associated with the disposal or recycling of these items by our clients.

Waste emissions performance

Our emissions from waste **generated in operations** decreased by 8% from 91 tCO₂e in FY20 to 84 tCO₂e in FY24. However, this improvement falls short of our 30% reduction target by 2025 due to significant business growth. Despite this, our **waste ratio per £1m of turnover** has improved, showing better waste management efficiency relative to business expansion.

Intensity ratios (key performance indicators)

Despite Scope 3 rises, efficiency metrics reflect positive progress:

- **Emissions per £1m of turnover:** down from 304.2 to 244.6 tCO₂e.
- **Emissions per employee:** reduced from 27.0 to 23.8 tCO₂e.

Emissions per tonne of print sold: improved from 4.186 to 3.464 tCO₂e.

Key insights

Scope 1 and 2 reductions reflect solar power adoption, energy-efficient equipment upgrades and operational improvements.

Scope 3 increases stem from necessary business growth and sustainability-focused investments.

The improving **waste ratio per £1m of turnover** highlights that operational efficiency is keeping pace with expansion.

Outlook

We remain focused on reducing emissions through clean energy, supply chain collaboration and operational efficiency, while adapting to increased business demand. These actions will help align our emissions reduction strategy with long-term sustainability goals.

CARBON INTENSITY
-19.59%
PER £1M OF TURNOVER

SCIENCE-BASED TARGETS

Strengthening our commitment to a sustainable future

We're proud to announce our formal commitment to the Science-Based Targets initiative (SBTi), a key step in our journey towards net zero. This ensures our sustainability goals are ambitious, grounded in climate science and aligned with the Paris Agreement to help limit global warming to 1.5°C above preindustrial levels.

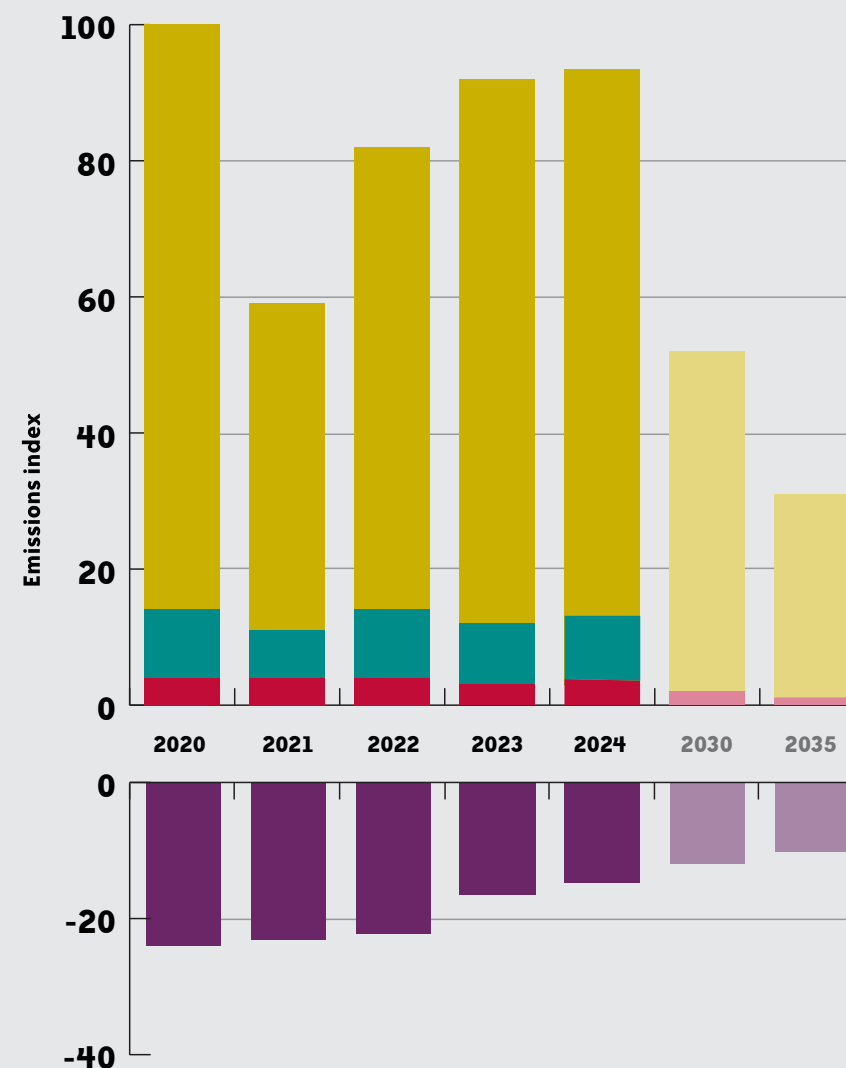
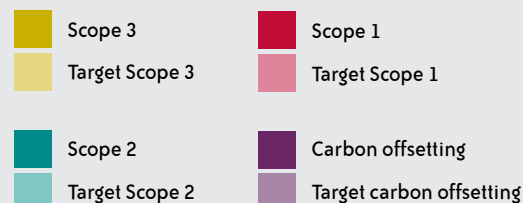
Our targets

- **Scope 1 and 2 emissions:**
we aim to reduce our direct and indirect emissions by 70% by 2030.
- **Scope 3 emissions:**
we're targeting a 42% reduction in emissions across our value chain by 2030.
- **Long-term goal:**
by 2040, we plan to achieve a 90% reduction in overall emissions.

By committing to the SBTi, we are ensuring that our targets are independently validated and credible. This helps reinforce our leadership in sustainability and holds us accountable to the latest climate science.

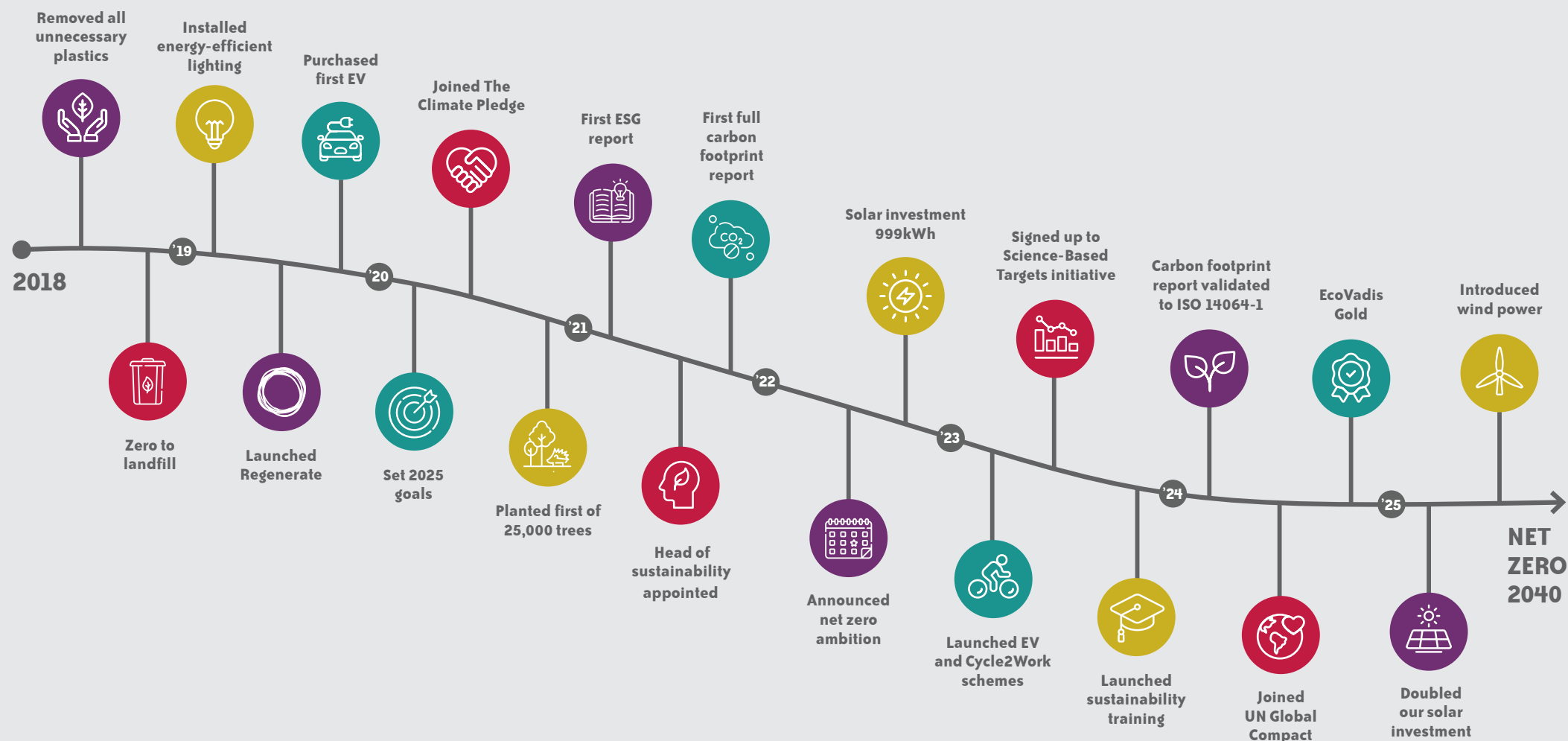
Achieving these goals involves integrating sustainability across our business: reducing carbon emissions throughout our supply chain, investing in renewable energy and improving energy efficiency. These actions will help us remain resilient and competitive while contributing to global climate efforts.

Our commitment to the SBTi reflects our drive to create positive change for both our business and the wider community. As we work towards these goals, we're confident that our efforts will help secure a sustainable future for generations to come.



CARBON ROADMAP

Our carbon roadmap is a detailed, clear and ambitious route to achieving our goal of net zero by 2040.



GRI STANDARDS DISCLOSURES

Reporting standards

GRI Standard	Disclosure	Page number
102-1	Name of the organisation	Title page
102-2	Activities, brands, procedures and services	2
102-4	Location of operations	2
102-6	Markets served	2
102-7	Scale of the organisation	2
102-9	Supply chain	34–41
102-10	Significant changes to the organisation and its supply chain	34–41
102-12	External initiatives	34–41
102-13	Membership of associates	6
102-14	Statement of senior decision maker	4
102-15	Key impacts, risks and opportunities	42–53
102-16	Values, principles, standards and norms and behaviour	3–5
102-18	Governance structure	4
102-19	Delegating authority	3
102-20	Executive-level responsibility for economic, environmental and social topics	4
102-50	Reporting period	Title page
102-53	Contact point for questions regarding the report	Back page
102-55	GRI content index	54
305-1	Direct (Scope 1) GHG emissions	46–49
305-2	Energy indirect (Scope 2) GHG emissions	46–49
305-3	Other indirect (Scope 3) GHG emissions	46–49
305-5	Reduction of GHG emissions	46–49

Terminology

BIOGENIC EMISSIONS

The carbon in wood, paper, grass trimmings and other biofuels that was originally removed from the atmosphere by photosynthesis and, under natural conditions, would eventually cycle back to the atmosphere as CO₂ due to degradation processes.

CARBON BALANCED PRINTING

The unavoidable carbon emissions of a business are calculated, verified by a third party and balanced and certified by a body such as the World Land Trust.

CARBON EMISSIONS

Also known as greenhouse gas emissions, these are emissions of carbon dioxide that are released into the atmosphere and which have a detrimental effect on the planet, such as global warming.

CARBON NEUTRAL

Refers to achieving zero carbon emissions (across Scope 1 and 2 categories) through avoidance and reduction of CO₂ or via carbon offsetting.

CARBON OFFSETTING

Reducing emissions of greenhouse gases by purchasing credits through emissions reduction projects or carbon trading schemes.

CIRCULAR ECONOMY

An economic model of consumption that's based on designing out waste and pollution by keeping products and materials in use, while also benefiting the environment.

CLOSED LOOP

When a product is used, recycled and then made into a new product – whether the same as or different from its original form.

CO₂

Carbon dioxide, a greenhouse gas. In simple terms, a contributor to global warming and the gas most commonly emitted by mankind.

CO₂e

Carbon dioxide equivalent, a lay expression for describing other greenhouse gases in a common measurement unit. This allows “bundles” of greenhouse gases to be expressed as a single number.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

A set of measurable standards used to help a company stay accountable to its societal and ethical goals.

ENVIRONMENTAL AND SOCIAL GOVERNANCE (ESG)

A set of measurable standards used to track how a company handles its environmental and social obligations.

FSC

The Forest Stewardship Council is an international non-profit making organisation founded to support the world's forests.

FUGITIVE EMISSIONS

Greenhouse gas emissions from leaks and other irregular releases of gases or vapours from a pressurised containment – such as appliances, storage tanks, pipelines, wells or other pieces of equipment.

GLOBAL WARMING/CLIMATE CHANGE

The unusually rapid increase of the world's average surface temperature, causing a long-term shift in weather patterns. Primarily caused by the burning of fossil fuels and the greenhouse gases released in the process.

GREENHOUSE GASES

Certain gases in the atmosphere (water vapour, carbon dioxide, nitrous oxide and methane, for example) that trap energy from the sun.

GREENWASHING

A false, misleading or untrue action or set of claims made by an organisation about the positive impact that a company, product or service has on the environment.

MOBILE COMBUSTION

Emissions from the transportation of materials, products, waste and employees resulting from the combustion of fuels in company-owned or controlled mobile combustion sources (e.g. cars, trucks, buses, trains, ships).

NET ZERO

Refers to achieving zero carbon emissions (across Scope 1, 2 and 3 categories) through aggressive carbon avoidance and CO₂ reduction plans or via carbon offsetting.

RECYCLABLE

A product which can be repurposed or converted into another usable item.

RENEWABLE

A product or energy source that is constantly replenishable.

STATIONARY COMBUSTION

Sources of greenhouse gas emissions from devices that combust solid, liquid or gaseous fuel, generally for the purposes of producing electricity, generating steam or providing useful heat or energy for industrial, commercial or institutional use, or reducing the volume of waste by removing combustible matter.

SUSTAINABILITY

The practice of maintaining an ecological balance to avoid the unnecessary depletion of the world's natural resources.

SUSTAINABLE

A concept, organisation or business that has minimal negative impact on the global or local environment, community, society or economy.

UNSDG

The United Nations Sustainable Development Goals are a set of 17 actions needed to help turn back the clock on climate change. The UNSDGs corresponding to our four pillars:

- **Environment** (UNSDGs: 7, 9, 12, 13)
- **Community** (UNSDGs: 3, 4, 8, 10, 11, 15)
- **People** (UNSDGs: 3, 5, 8, 10, 11)
- **Partnerships** (UNSDGs: 1, 3, 5, 8, 11, 12, 14, 15, 17).

Sustainability at Linney
ESG Report 2024

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