

# SUSTAINABILITY PLEDGE



Aura Brand Solutions are implementing sustainable business practices focused on providing **innovative solutions** that have a **positive social and environmental impact**.

We are continuously evaluating our decision making to ensure a **long-lasting**, thriving future for ourselves, our customers, and our planet.

**In our commitment to a conscious approach to sustainability, Aura Brand Solutions make a pledge to:**

- ▶ Continue to work closely and partner with our key suppliers to introduce and use cleaner and fully recyclable products to support our clients' sustainability aspirations.
- ▶ Further minimise waste by continually evaluating our operations for efficiency, implementing lean processes and regularly reviewing our supply chain.
- ▶ Prevent pollution, reduce toxic emissions, and minimise consumption of resources where possible.
- ▶ Align with suitable local organisations and charities to support them, coordinate volunteering activities, and champion local key issues to give back to our community.
- ▶ Provide a safe and supportive working atmosphere with access to professional development and wellbeing initiatives.
- ▶ Continue to support and encourage women to take on managerial and leadership roles, and ensure we have gender pay parity.
- ▶ Promote efficient energy use and implement further measures throughout all areas of business activity, to maximise our recycling initiatives within our office and factory spaces.
- ▶ Recycle waste and enforce compliant waste removal procedures where appropriate to regulate our environmental impact.
- ▶ Continue to operate as a zero waste-to-landfill organisation.
- ▶ Work towards using non-PVC films where PVC alternatives cannot be processed through our RE:CYCLE service.
- ▶ Aim to offset our carbon footprint to net zero by the year 2030.

“

We know that to achieve our sustainability goals, we all have to work together. So, we want to thank you for also helping us achieve our objectives through your suggestions, eco-friendly actions, and working with us to implement green initiatives across the company.

This united and collaborative effort will pave the way for a brighter, more successful future for us all.

”

For more information on what we're currently doing to achieve these goals and to celebrate the little wins with us, check out the Sustainability section on our website!

Signed by our directors:

*D.W. Sawby*

*Clare*

*J. Williams*

*N. Bradford*

*B. Seay*

*T. Hawk*

 **AURA**  
BRAND SOLUTIONS