

SUSTAINABILITY

POLICY

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Our Sustainability Policy:

Our core business aims are to bear witness and to inspire audiences and collaborators through our creative use of technology. We have always been conscious of the impact of our projects and work practices, but never rigorous in quantifying this impact. Now we are taking specific, actionable steps to introduce a way of measuring the environmental, social and global impact of our work and set new standards for the way we deliver projects and experiences.

Beginning this specific work in 2021/22, our focus has been predominantly environmental. We plan to spend the next two years with a similar level of focus on social and global impact.

We commit to continuously learning about our impact. We commit to managing our operations so that we have the smallest negative impact, wherever possible. We want the work we make, and the way we work, to be a positive voice for change. We expect this will take a combination of research, careful monitoring and continuous learning. Practising and improving our accountability is core to our plan and our studio.

It is important to us to ensure that our policy does not prioritise ticking boxes and achieving points over real work and results. If an existing monitoring system isn't suited to the way we work or the impact we have, we will do the work to adapt and think creatively about how we can be more useful and accurate. Alongside researching and developing our own sustainability tools, we will continue to benefit from the advice of consultants and experts in the space.

Our Sustainability Policy (cont.):

Commitments:

We commit to:

- Taking environmental impact and sustainability into consideration in all decision making.
- Choosing the lowest impact option wherever possible within our business constraints, tracking our impact, and placing value on continued decrease in impact over time.
- Making environmentally, socially, and sustainably conscious editorial, content and collaborator decisions.
- Making sustainability a team-wide priority.
- Monitoring our Carbon Footprint, our Social Value and our progress contributing to the UN Sustainability Goals.
- The SME Climate Commitment. This commits us to halving our carbon emissions by 2030.
- ‘Over offsetting’ at a rate of 150%. To do so with the most rigorous schemes we can find and with studio-wide input to the choice of offsetting schemes we support.
- Publishing our progress and our updated goals annually.

Our Sustainability Policy (cont.):

How?

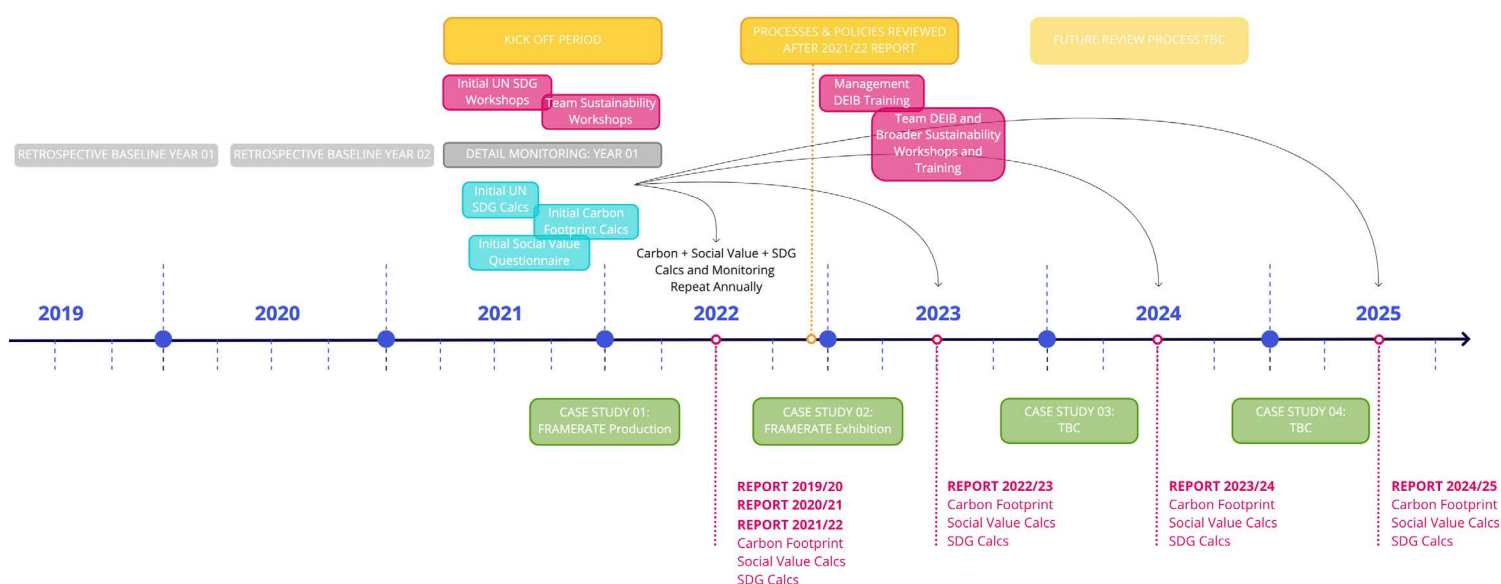
We use several existing and bespoke tools to help us evaluate and improve our work towards these commitments.

01. We have established a bespoke **Environmental Monitoring System** to track the carbon footprint of our studio and our projects, and have committed to reporting the results annually.
02. We have established a bespoke **Sustainability Decision Tracking Tool** to record choices, options and reasoning for key decisions.
03. We use the **United Nations Sustainable Development Global Goals Tracker** as a guide to help us broaden our perspective and understand the context in which we measure our impact and set our targets.
04. We use the **HACT Social Value Calculator**, an emerging technique for measuring how we look after our team and in turn how they are able to contribute to the wider community. By attributing a value to 'team happiness' this gives us a mechanism for ensuring continued improvement over time.
05. We are members of the **UK SME Climate Hub** which helps us set and report on our targets.

Our Sustainability Policy (cont.):

Our Reporting Schedule

Many of the tools are utilised day to day by our team. Other activities occur at specific times and some are reported annually.



We will perform annual Carbon Footprint, Sustainable Development Goal and Social Value calculations, reporting these annually. Our reporting year will follow the end of a financial year i.e. 1st April.

Case Studies will be completed on a less rigid timescale and instead respond to specific activities worthy of highlight and interrogation. We expect a minimum of 1 per year.

Our initial year of sustainability workshops focused on environmental impact and concerns. The next two years of leadership and team training will focus on broader sustainability topics including DEIB.

Meeting Net Zero:

ScanLAB acknowledges the Climate Emergency and that the current path for human-based emissions will heat the planet beyond the 'safe' 1.5 degree threshold. Through the SME Climate Hub, we are committed to halving our carbon emissions by 2030. At ScanLAB we are striving to go beyond this, aiming to get as close to Net Zero by 2030 as possible.

Net-Zero means we will reduce 90% of emissions from our baseline year 2019/20 (45.20 tCO₂e) and offset the remaining 10% through true carbon reduction programs. We choose to target Net Zero over Carbon Neutrality because it commits us to a reduction, whereas Carbon Neutral only requires an offset.

We acknowledge that achieving Net Zero is a stretch goal. However, we believe that setting ourselves an ambitious target at the start of this process puts us on the best path possible.

What does the road to Net Zero look like for us?

It is clear that reaching Net Zero and the level of international air travel that ScanLAB currently relies on are incompatible. Interrogating our use of flying is therefore the most fundamental process on our road to Net Zero. If we keep flying and technology does not improve, we will not be able to achieve this goal.

We are taking the first step of targeting an absolute 25% reduction in carbon emissions within the next 2 years, i.e. by the 2023/24 reporting year. That means eliminating 12.56 tCO₂e from a year of 'normal' business operations.

Meeting Net Zero (cont):

We plan to hit a 25% absolute reduction in carbon emissions by April 2024 by:

- Eliminating avoidable international air travel
- Rigorous use of our Sustainable Decision Tracking Tool
- Monitoring our electricity use and reducing waste
- Prioritising a portion of management staff time to sustainability

Our Environmental Monitoring System:

Why & How?

Monitoring is crucial to understanding our impact, to highlighting areas where significant reductions can be made, and to tracking, validating, and improving on the results of any changes we make. Starting with a basic environmental monitoring template provided by our consultants we have developed our own **Environmental Monitoring System (EMS)** to track the carbon footprint of our studio and our projects.

There are two elements in our EMS where we focus our attention as we believe these make our results rigorous and trustworthy:

01: Conversion Factors

We rely on conversion factors to translate our actions into quantifiable impacts as CO₂e values. We use the UK Government's 'Greenhouse Gas Reporting' conversion factors, which are published annually. Within the limitations of our small team we dive as deeply as possible into these values, ensuring we use the most appropriate conversion factors and therefore account for all of our possible impacts. Where appropriate we use the most inclusive conversation factors that include every possible associated emission.

02: Fidelity of Input

The more detailed our input values and the more precise we are around the nature of the activity the more accurate our EMS numbers can be. We try very hard to achieve as close a level of fidelity in our monitoring as the conversation factors allow.

Our Environmental Monitoring System (cont.):

For example, we use the UK government's conversion factors for greenhouse gas reporting. These offer four categories of flight: Domestic (within the UK), Short-Haul (to/from the UK), Long-Haul (to/from the UK), and International (to/from outside the UK). A simple conversion of a 2420 km flight from Austin to San Francisco might result in a CO₂e value of 444.36kgCO₂e if calculated using an average conversion rate. Taking a more specific approach, and categorising this flight as an International Flight (to/from outside the UK) in business class, results in a more accurate CO₂e value of 986.90 kgCO₂e, almost exactly double.

Our Environmental Monitoring System is a living document. As we learn about better ways to quantify or monitor our impact we actively improve the accuracy of our previous figures and those going forward. As a result any figures quoted below may have been adjusted since the time of publishing. This reflects the way we view our sustainability work as an evolving and continually improving practice.

You can see our full studio EMS calculations for 2019/20, 2020/21 and 2021/22 on our website. (correct as of July 2022)

Our Sustainable Decision Tracking Tool:

Why & How?

As part of our commitment to reducing our carbon footprint we need to learn about our current impacts and how the decisions we make influence our emissions. Starting in 2021/22 we have been interrogating as many studio decisions as possible from the point of view of their climate impact. We have been very broad about the type of decisions that are questioned, from choices about weekly fruit suppliers to flying internationally for scanning trips.

To facilitate this, we have designed a **Sustainable Decision Tracking Tool**, a working spreadsheet where we record the financial and carbon costs for each decision. This tool tracks decisions with a high, medium and low impact option, records the decision made and the rationale for that choice.

We have to acknowledge the limitations of this tool.

- **Time:** with a small team and often on tight production timescales researching one solution is sometimes hard enough - researching many alternatives and thoroughly analysing them for impact is not always possible. We do the best we can within our constraints. We believe that researching these decisions thoroughly enables us to make better decisions more quickly in future projects.
- **Carbon bias:** at the moment this tool is set up for carbon impact only. In the future, we plan to add the ability to document and assess the impact of our decisions on additional sustainability goals - ie: the SDG Global goals and our DEIB goals.

Our Sustainable Decision Tracking Tool (cont.):

We cannot always make the most sustainable choice due to costs, time constraints or availability of the best option. We believe this process of careful research and choice around each decision is an invaluable resource for us, allowing us to target and update our own best practice continuously.

Sometimes we have to make unsustainable choices for the benefit of the business and to suit the demands of clients. This framework has encouraged us to interrogate what are genuinely important grounds for international travel, and has raised the threshold of what we consider to be necessary for the business.

Examples

A few examples of decisions that have gone through this process:

Business travel: Flying

For the premiere of **REPLICA: REAL: REPLICA** at EPFL gallery in Switzerland we would ordinarily have sent multiple members of the studio over to experience the work in situ and network. After discussing the carbon impact of this trip we chose to limit the participants to the minimum viable for the project and relationship: one director. The ideal low impact solution would have been to travel by train but the time impact of this for a busy director was prohibitive in this instance.

1,106.35 kgCO₂e

£600

Default

368.78 kgCO₂e

£200

Post-Decision Tracking Tool

Our Sustainable Decision Tracking Tool (examples cont.):

Business travel: Road

For the long-term scanning element of the FRAMERATE project in Glasgow all daily road transport was completed using a long-term leased electric vehicle. Previously this work would have been completed using ScanLAB employee vehicles and paying a mileage allowance.

2,643.56 kgCO₂e

£3,649

Default

98.33 kgCO₂e

£10,500

Post-Decision Tracking Tool

Business travel: Rail

For our long-term project FRAMERATE in Glasgow we have prioritised rail for all London to Glasgow travel. We eliminated flights between London and Glasgow, and approximately 75% of trips were taken by rail (27 train, 10 car). Car trips were used when rail was not possible due to equipment restrictions (where carrying significant equipment prohibited train travel). Although train travel has taken longer and in many cases been more expensive than air travel would have been, the additional cost is more than justified in order to mitigate our carbon impact.

2,752.12 kgCO₂e

£800

Default

441.11 kgCO₂e

£1,950

Post-Decision Making Tool

Detailed Policy Items:

Sustainable Production Decision Making | Spending | **Travel** | **Measurement** | Lighting/Heating | **Home Working** | Equipment | **Website Hosting + Online Data** | Storage | **Virtual Meeting First Policy** | WEEE Waste | **Zero Waste** | Our Suppliers | **Vegetarian and Vegan Studio Meal Policy** | Accountability

Sustainable Production Decision Making

All key production decisions should utilise our Sustainability Decision Tracking tool. Decisions without a precedent should instigate new research which increases our knowledge base; this creates a database of previous learnings and examples that we can draw on whenever making a new decision.

We will:

- Always log significant decisions and their alternative options, even if in the current situation only one option is feasible.
- Make the most sustainable choices wherever possible, and where the balance between budget and benefit makes sense.
- Monitor where cost has been the barrier to the best decisions and use this tool to give us the foresight to highlight these instances, budget accordingly, and share those costs and our rationale with stakeholders.
- Clearly communicate sustainability-influenced decisions to stakeholders inside and outside of our organisation.
- Improve our current Decision Tracking procedure to expand beyond environmental protection to broader UN Sustainable Development Goals and Social Value.

Spending

As evidenced by the work we have done so far, the more sustainable choice often costs more money. We hope we will see sustainable choices in many areas become more financially competitive over time. In the meantime, we have chosen to spend more to make more sustainable decisions.

We will:

- Often pay more money to adopt a more sustainable solution.
- Ensure employees understand this when making financial decisions, and have the support they need to make those calls themselves, even when it will affect profitability.
- Explain to our customers and collaborators where we are making more expensive choices and why.

Detailed Policy Items (cont.):

Measurement

In many cases we can't fully know, or limit, our resource use until we fully understand it. There are three specific areas where increased measurement is needed.

We will:

- Continue to develop our detailed measurement of electricity use within the office, adding a 3-Phase meter to our server and continuing detailed analysis of specific equipment.
- Begin precise measurement of our waste and track sources of this waste.
- Measure our average share of communal water use in our shared studio building.

Travel

Travelling to locations and documenting them is a core part of our business. Sharing our work internationally is also fundamental to our mission and to our business growth. This results in travel within the UK, Europe and internationally.

To achieve a significant reduction in our travel impact we must reduce our travel footprint and our Sustainable Decision Tracking Tool will help us monitor progress towards this. This is going to be one of the most challenging aspects of reaching Net Zero. We acknowledge this might take some significant alterations to our business model, and advances in technologies that are currently beyond the time period in which we hope to achieve our goals.

Flying: Flying is the most impactful form of travel our studio uses.

We will:

- Limit long-haul travel to only the trips that are most crucial to our business or vital to our projects.
- Limit the number of team members taking part in long-haul trips.
- Ensure long-haul trips make the best use of their impact e.g. by combining additional business relationship-building trips in the country.
- Always travel in economy class unless there is a significant reason why business class travel is absolutely necessary.
- Always consider and take overland transport routes where they present a viable alternative to short-haul flying, including electric vehicle hire and rail.
- Never take mainland UK domestic flights.
- When our transport is organised by others we will express our sustainability requirements and if these cannot be met consider our involvement in the project.

Detailed Policy Items (cont.):

Rail & Road: Road travel is our next most impactful form of travel. It is used more than rail and, if fossil fuel powered, is highly impactful.

We will:

- Always choose rail alternatives when the equipment carried, route, cost, employee safety and health, and timelines allow.
- Always consider electric and hybrid vehicle alternatives when hiring a vehicle.
- Always consider hiring electric or hybrid alternatives over the use of existing staff vehicles.

Lighting/Heating

While this is not a significant area of impact for our business in our current studio setup we recognise that there are still actions we can take.

We will:

- Build best practices into our Employee Handbook to increase awareness.
- Take the way lighting and heating operates as a key consideration of any future studio space we take on.

Studio Energy

We are tenants in a shared building. We recognise that in order to reach Net Zero we need to be in a building powered by renewable energy and have on-site renewables too.

We will:

- Work with our landlord and fellow tenants to see if we can ensure a switch to the most renewable option available.
- Help our landlord scope out the possibility of onsite renewables.
- Ultimately use our power as tenants to look for studio space that can meet better energy standards if required.

Home Working

In a hybrid work environment our resource use is not limited to our studio. We can help motivate change beyond our studio impact and promote a culture of awareness of individual emissions.

We will:

- Support our staff in moving to renewable energy at home.
- Help fund this switch for individual employees.

Detailed Policy Items (cont.):

Equipment

The majority of our computers are custom-built, have been in operation for a while, and were not built with energy efficiency in mind. Furthermore, the nature of our work includes long processing and rendering jobs across workstations that often run across multiple days. This means that there's not a regular "turn off the computers" moment for energy conservation. Remote working has substantially exacerbated this.

We will:

- Deepen our monitoring and see how usage planning can help us get to a state where turning out-of-use equipment off becomes the norm.
- Explore the costs of energy-saving adjustments to our computer hardware, including the ability to turn machines on and off remotely.
- Make energy use a priority when purchasing in future.

Website Hosting + Online Data Storage

We continue to investigate the carbon impact of our remote compute and storage. This is of particular note as future hybrid working models could substantially increase our reliance on these resources. Understanding these impacts early will help inform these choices. Switching providers is the most significant and immediate action we can take. In some cases this switch is relatively straightforward but in others a change comes with major consequences for the systems we currently have in place.

We will:

- Continue to monitor the carbon impact of our existing use.
- Research the options for moving existing use to a more sustainable provider.
- Ensure all new use considers the carbon impact ahead of being established, and make lower impact choices where possible.

Virtual Meeting First Policy

The last two years have proven both the limitations and strengths of remote working.

We will:

- Always consider whether a virtual meeting can replace the need to travel.
- Be aware that online activity also has a footprint, and be mindful of this impact.

WEEE Waste

WEEE Waste (anything that needs power, including batteries) contains hazardous substances such as heavy metals and precious metals such as gold and copper that can be recovered and recycled.

Detailed Policy Items (cont.):

We will:

- Sell on or donate any working electronic waste.
- Recycle non-working WEEE waste.
- Pay any charges necessary for the appropriate recycling or disposal of items.

Zero Waste

While our studio and business model does not rely on a huge material turnaround we do produce waste. All our actions, from the way we consume our lunches to managing our deliveries and choosing our data storage suppliers, impact the waste our studio creates.

We will:

- Monitor our waste in a much more thorough manner, measuring by weight the waste we produce. We will also track the major sources of this waste.
- Monitor for the 2022/23 reporting period.
- Take procedural action to reduce this waste, ultimately targeting a policy of zero waste by 2030.

Vegetarian and Vegan Studio Meal Policy

One area where we can easily have a positive impact is supporting the members of our studio to make more sustainable choices in their daily lives. As part of this, and to reduce the impact that we have as a team, we have instituted a vegetarian- and vegan-only food policy for all staff entertainment. In doing so, we reduce our impact and encourage the team to recognise that vegetarian and vegan options are often easily available and great!

Our Suppliers

Even as a small studio we believe that we can make proactive choices in the suppliers we choose. In an informal way we do already make many positive choices, but many decisions are made based on cost, convenience and the immediacy of needs in a fast-paced production environment. At this stage we do not understand enough about the policies our suppliers have in place, the levels of impact different resources have, or the options available to us to make changes.

We will:

- Analyse the suppliers we use. What are we currently purchasing, and who from?
- Research the sustainability practises of our top 10 suppliers (based on spend).
- Perform this monitoring and analysis over the 2022/23 reporting period.
- Research alternatives to the most impactful suppliers and make changes.

Detailed Policy Items (cont.):

Accountability

We publish our policy and progress towards becoming more sustainable as part of our accountability practice with our peers, audiences, community, and clients. We are aware that we will make mistakes throughout this process, and want to be transparent in the hope that we can improve. We welcome, and will engage with, feedback.

We take 'accountability' to mean a willingness by an organisation (us!) to explain our actions our stakeholders, and 'transparency' to mean a willingness to publish and make available critical information about the organisation and its processes.

We are accountable to:

- Our colleagues. ScanLAB's leadership is responsible for the wellbeing of our team and for creating an environment where everyone feels like they are able to speak up about issues they are passionate about.
- The audiences that we create our work for.
- The communities who are affected by our work and production processes. We are responsible for treating the issues raised by our work with respect and care.
- Our clients and funders, who have direct power to hold us accountable. It is our responsibility to ensure that their influence does not outweigh that of the others on this list.

As ScanLAB does not have a board, there is no body above our internal leadership which can hold us directly accountable internally. To overcome this to a certain extent we have appointed an internal sustainability lead whose responsibility it is to ensure that our sustainability aims are always prioritised, and who has the authority to foreground sustainability in conversations with leadership and the team.

Offsetting

While we are actively reducing our impact, we will continue to produce emissions for the foreseeable future. Offsetting will thus continue to play a role in our sustainability process for some time. We recognize that there are many flaws in the current options for offsetting; how we offset is important to us. In consideration of this, we strive to 'over offset', to use best in field practices where possible, and to include our whole team in our offsetting decisions.

We will:

- Commit to multiplying our offset by a factor of 1.5 against our annual footprint.
- Offset our annual footprint back to our baseline year (2019/20).
- Support a range of offsetting schemes using the Gold Standard for the Global Goals

Detailed Policy Items (cont.):

as a registry for projects we will support - <https://marketplace.goldstandard.org/collections/projects>

- Distribute the decision-making around which specific projects we support across all team members each year.
- Additionally commit to funding a specific reforestation project in Uganda. While not yet registered, this project is working towards a world-leading standard in carbon capture and is pioneering a new initiative to ensure biodiversity in carbon offsetting schemes. From our conversations with the organiser of the scheme, we understand that consistency of support over a specific time period is crucial to the success of the project. We are therefore committing to a guaranteed donation of £1500 annually for 3 years.