

SUSTAINABILITY REPORT

2025/2026



MARKETING +
TECHNOLOGIES
GROUP

CULTURE

ENVIRONMENT

PERFORMANCE

STAFF

FUTURE

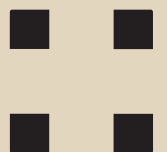


This sustainability report describes our strategy and our performance when it comes to having a positive impact in ESG issues. It covers the activities, brands, products and services associated with Marketing + Technologies Group (M+T Group). The document highlights **our achievements** on these matters and illustrates **our vision** as well as **goals for the future**.

We are publishing this information publicly, in line with our commitment to full integrity, transparency and accountability across all our activities and services. This report covers the activities of the M+T Group from 1st April 2025 to 31st March 2026.

For more information about M+T Group and our ESG commitments, please visit: **markettechgroup.com**

ABOUT THIS REPORT





MESSAGE FROM THE CEO

To thrive in our current business environment, organisations need to be action-oriented and innovative. These are two of our guiding principles: they shape not only how we operate, but also how we support our customers and partners to move with the same agility and creativity.

In this year's sustainability report, we show how we are putting these values into practice, turning intent into action as well as finding new and better ways to operate while embedding sustainability more deeply into how we work and grow.



This includes strengthening the way we integrate ESG considerations into decision-making, improving how we measure and track our impact, and focusing on initiatives that deliver both environmental and social value alongside long-term business resilience. We continue to enhance collaboration across our teams and supply chain to identify opportunities for greater efficiency, reduced environmental impact, and more inclusive growth.

Our annual sustainability report provides a view of how we are performing against the commitments we have set and the standards we expect of ourselves. It is both a record of progress and a reference point for where we need to improve.

The following pages outline our key commitments, the actions we have taken to date and the areas where further work is underway.

I'd like to thank all M+T Group staff, partners and customers for being part of this sustainability journey and look forward to building on this progress in the year ahead.

Roland Renshaw,
Chief Executive Officer





1 HEADQUARTERS

6 SPECIALISED TEAMS

49 EMPLOYEES

**30+ YEARS OF
COMMUNICATION
EXPERIENCE**

The M+T Group is a **full-service communications agency** that unites the expertise of specialised teams, which are all housed under one roof in Progress House.

Drawing on over **three decades of experience**, we strive to create the right mix of strategy, content, creativity, and technology to **deliver beyond the expected**.

OUR MISSION

We believe in **powerful, purposeful communication**. We partner with like-minded people, technologies, and organisations to **craft meaningful content, experiences, and campaigns** with a low environmental impact. By blending **creativity** with **focused storytelling**, we help amplify ideas, share knowledge, and connect with audiences in ways that **inspire action** and **lasting change**.

ABOUT MARKETING + TECHNOLOGIES GROUP





COMMUNICATION

That's why all our projects start by listening.

At the risk of sounding melodramatic, good communication can make or break a project – or even an entire organisation. Excelling at communication isn't simply about knowing what you want to say; it's about understanding who you want to say it to and delivering it in a style that will be heard.



CREATIVITY

What hasn't been said a thousand times before?

Yes, our output wins awards – worthwhile ones – and we're proud of that. But that's not where creativity begins and ends. We believe that creativity runs through everything we do and extends far beyond the collateral we produce and code we write. Creativity is found in the way our project managers define a brief, the workflows between our departments, and the relationships we build with our clients.



COLLABORATION

We add value through understanding.

We work with multinationals, SMEs, tech start-ups, media companies, and NGOs that share a common desire to collaborate with an agency that adds value. We take the time to truly understand your business, your product, your market, and your audience. In return, we ask our clients to value our opinion and trust our processes. Together, we will deliver truly effective campaigns.

OUR VALUES





SUSTAINABILITY

Sustainability is a journey, and we're along for the ride.

Many of our clients are committed to sustainability in a meaningful way, and we know they expect their suppliers to do their bit. Since moving into our 15,000 ft² facility in August 2021, we've been tracking our carbon footprint.

PROMOTING SUSTAINABLE PRACTISES

While we continue to operate responsibly and uphold the highest standards of ethical conduct, prioritising our customers, our people and the planet, we recognise that our commitment to ESG is an ongoing and evolving journey. Our passion for technology drives a culture of continuous learning, supported by robust data insights that enable us to define, refine and optimise our key targets and key performance indicators (KPIs) in pursuit of ongoing improvement.

Our 2025/26 Sustainability Report provides a comprehensive overview of how we operate, including how we identify, assess and benchmark the ESG topics most relevant to our business, employees, customers, partners as well as the communities in which we operate. This assessment helps us recognise both our progress and the challenges ahead as we continue to advance sustainable business practices.

By disclosing key information about our business and operations, we reinforce our commitment to quality, integrity, transparency, openness and accountability.

PROMOTING SUSTAINABLE PRACTISES



UN SUSTAINABLE DEVELOPMENT GOALS

The United Nations (UN) Sustainable Development Goals (SDGs) offer key, comprehensive targets and pathways to help build a better world for people and the planet. In practice, they serve as a guide, delivering organisations a common language and clear direction for integrating sustainability into business strategy, measuring progress and contributing to positive global outcomes.

While the SDGs were designed to inspire action on a global scale, they are equally relevant for organisations

of all sizes. As a small business, we recognise that we cannot directly contribute to every one of the 17 goals. Meaningful progress comes through collective action, with organisations focusing on the areas where they can have the greatest influence. Rather than attempting to address every challenge, we have identified the SDGs that are most closely aligned with our business, our values and the areas where our actions can make the most meaningful contribution.

M+T Group's efforts support the following UN SDGs:





HISTORY

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals, which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.





2025/2026 HIGHLIGHTS

Through 2025/2026, we strengthened the quality, scope and transparency of our emissions reporting, marking a significant step forward in our sustainability journey. As a result, we can better identify emissions reduction opportunities and track meaningful progress in the future. In addition, we achieved a decrease in Scope 2 emissions, reflecting progress in our energy management initiatives.

More comprehensive overview of scope 1, 2 & partial 3 emissions

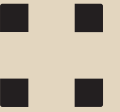
Cut energy use

3.5x reduction in scope 2 emissions

Expanded and diversified our senior leadership team







ENVIRONMENTAL PERFORMANCE

We are committed to environmental sustainability, from our facilities to our ‘virtual offices’, the partners we work with and how we use key materials. As a minimum, we comply with all applicable legal and regulatory requirements, but we aim at being leaders in everything we do, driving the entire industry forward. This year, we have expanded the scope of our data collection and refined our calculation methodologies, in line with the *UK Department for Energy Security and Net Zero’s greenhouse gas reporting conversion factors for 2025*, to better align with best practices. We also benchmarked our performance against relevant external datasets to assess how we compare with other UK businesses.

While we already achieved zero Scope 1 emissions in the past, over the past year we expanded our analysis to benchmark against national data. Our research shows that our Scope 1 emissions per employee are significantly below the industry average. Specifically, our emissions are lower than the benchmark of 2.2 tonnes of CO₂e per employee reported for the “Other service activities” sector by the UK Office for National Statistics as well as any other sector included in the dataset (*Dataset: Emissions per employee by industry, UK; 2026 edition*). Furthermore, this year we were able to cut our Scope 2 emissions too. In the current reporting period, our Scope 3 emissions have increased compared

to the previous reporting period. This change does not necessarily reflect a proportional rise in underlying activities alone, but is believed to be primarily driven by improvements in the completeness and accuracy of our emissions accounting.

More precisely, in our previous report, the Scope 3 inventory was less comprehensive. Notably, it did not include emissions associated with business travel or homeworking, and the methodology used to estimate employee commuting was less detailed. As a result, the reported figures understated the full extent of our indirect emissions.

In addition, our environmental data currently includes resource use



associated with a third-party tenant occupying part of our headquarters. While this ensures completeness, it may partially overstate the impact of our own operations. We are working to improve the accuracy of our reporting boundaries in future periods.

SCOPE 1 EMISSIONS (IN TONNES OF CO₂E):

M+T GROUP 0

INDUSTRY AVERAGE 2.2

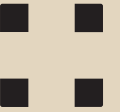
(UK Office for National Statistics Dataset: Emissions per employee by industry, UK; 2026 edition)

M+T GROUP'S SCOPE 2 EMISSIONS (IN TONNES OF CO₂E):

2025/26 9.19

2022/26 34.20





ENVIRONMENTAL PERFORMANCE

CONTINUOUSLY IMPROVING THE ENERGY PERFORMANCE IN OUR OFFICE

As the largest contributor to our Scope 1 and Scope 2 emissions is our headquarters' electricity, driving energy efficiency in our office remains a key priority. Since the last reporting period, we have continued to refine established measures to lower the energy needs and routine consumption of our headquarters while looking for new areas of improvement. For example, we have further improved the performance of our air conditioning system and presence detectors that automatically turn the lights off when movement is not sensed.

In addition, we continue operating with the benefit of solar energy. We recognise that our existing solar

panels are ageing and their efficiency is gradually declining, which may impact their overall contribution to our energy mix over time. However, we are assessing options to maintain or enhance renewable energy generation going forward.

We are also looking at implementing a digital twin of our headquarters and/or a Building Management System (BMS), which will allow us to record and display the energy use of the entire building. As a result, we aim to have much better control over how (as well as when) various devices and systems are used.

We currently lease part of our headquarters space to a third-party tenant, and our reported energy, water, and waste data presently includes consumption associated with this shared occupancy. As a result, our current disclosures may overstate the environmental

impact attributable solely to our own operations. To address this, we are in the process of improving our data management and metering approach to enable a clearer separation of resource use between our organisation and the tenant.

ADVANCING WASTE MANAGEMENT AND CIRCULARITY

We continue to embed circular practices within our headquarters by making it easier for employees to reduce waste in their day-to-day activities. Clearly labelled waste stations are available throughout the office, supporting effective separation of general waste, recyclables, and, more recently, organic waste through the introduction of compost bins. We have also maintained targeted initiatives, such as dedicated pen and WEEE recycling.



Our approach to equipment remains focused on extending product life wherever possible. IT assets that are no longer required are either repurposed, donated or responsibly recycled. In shared spaces, we promote the use of reusable dishware and cutlery, alongside water dispensers, to limit reliance on single-use items.

MORE SUSTAINABLE EVENTS AND TRAVELS

Due to the nature of our business, the majority of our emissions lie within Scope 3, which includes all indirect emissions that occur throughout our value chain. The biggest contributor to such emissions is transportation, in the form of commuting and business travel to events and customers. To this end, we have embarked on a journey to embed sustainability into every aspect of our events activity.

We have also been seeking opportunities to learn from and collaborate with others across the industry. Engaging with peers and

partners allows us to stay informed, share best practices as well as collectively drive progress toward more responsible event delivery.

A key focus area has been reducing the environmental impact of travel associated with events. In line with our sustainability objectives, we were particularly encouraged by the decision of the Conference & Incentive Travel (C&IT) International Forum we participated at to prioritise rail travel over flying.

By implementing these changes and working closely with our network, we aim to contribute to a broader shift toward more sustainable events. We remain dedicated to identifying meaningful actions, promoting innovation as well as supporting our customers and partners in making more environmentally conscious decisions.

FOSTERING SUSTAINABILITY OUTSIDE THE OFFICE

In addition to promoting responsible practices in our headquarters, we are taking active steps to advance and encouraging these when our employees work from home to help them improve their sustainability.

We also continue to look closely at the environmental impact of our suppliers. Since the last reporting period, most of our partners signed our Supplied Code of Conduct or have already in place policies that align with ours. In addition, we set up a list of local suppliers that share our same goals. These measures help us ensure we collaborate with companies that meet our sustainability criteria and are equally committed to support what matters to us.





Thriving people remain integral to our business. We are committed to making employment decisions that are based solely on job-related qualifications and we continue to foster a culture in which employees feel valued, supported and able to contribute meaningfully. By doing this, we can attract, develop as well as retain talent across all roles and career stages. Besides, we are committed to fair and respectful treatment of all employees and partners, recognising that an engaged workforce is fundamental to the success of our people, our company, and our customers.

GOVERNANCE

We believe that strong governance is fundamental to fostering transparency, accountability and, above all, trust with our customers, employees and wider stakeholders. Our governance structure is designed to ensure effective oversight of M+T Group's performance while fostering informed and ethical decision-making.

But we don't sit still: our approach continues to evolve alongside our service and technology offering, ensuring that innovation is supported by robust oversight and responsible practices. In particular, over the past

year, we have further strengthened our corporate and operational governance frameworks. We have also expanded our senior leadership team, enhancing its diversity to better reflect the global communities we serve and to bring a broader range of perspectives into strategic decision-making.

SUPPORTING AND REWARDING OUR EMPLOYEES

We recognise that each individual brings different strengths, ambitions, and circumstances. Roles and responsibilities are therefore applied with flexibility, aligning expectations

OUR COMMITMENT TO STAFF





with personal capacity and career aspirations. We maintain a culture that supports both progression for those seeking advancement and stability for those who value consistency. There is no fixed limit on career development, and promotion, discretionary bonuses, and salary adjustments remain performance-based and aligned with business outcomes.

All employees continue to receive an annual appraisal, providing a structured opportunity to discuss performance, development, and remuneration with their line manager. Employees are also eligible for a discretionary annual bonus, dependent on both individual contribution and overall company performance.

During the reporting period, we introduced enhanced policies to better support work-life balance, including a more structured and supportive approach to overtime. We also expanded flexible and hybrid working arrangements and made a conscious decision not to mandate a full return to the office, recognising the benefits of flexibility for employee wellbeing and productivity.





DIVERSITY & INCLUSION

We remain committed to hiring and promoting employees based on merit, regardless of race, ethnicity, nationality, socio-economic background, religion or belief, sex, gender, sexual orientation, gender identity, age, health, or other status. We value diversity and aim to build a workforce that reflects the varied backgrounds and perspectives of our customers. For example, our team of 49 is multi-lingual and multi-national, with no less than eight different nationalities[DB5.1].

We continue to engage with employees to define working arrangements that suit individual needs, including support for those returning from childcare leave or managing disabilities.

We remain committed to continuously improving inclusivity in recruitment, development, and progression, while maintaining an open dialogue with employees to ensure they feel respected, engaged, and supported.

WELLBEING

We maintain a strong focus on employee wellbeing, encompassing physical, mental, emotional, and social health. We continue to uphold high standards of health and safety through regular reviews and updates to our practices, alongside the provision of practical safety and first aid training.

Beyond physical safety, we are committed to supporting mental wellbeing through a culture of openness, transparency, and

accessibility. During the reporting period, we strengthened our approach by providing individual support where needed, including responding to specific incidents affecting employees outside the workplace.

Finally, we continue to encourage healthy working practices and proactive wellbeing management, supported by open-door policies and responsive management.





CONTINUOUS EDUCATION

We invest in the development of our staff, supporting individuals in achieving their full potential and progressing in their careers. During the reporting period, four employees were enrolled in Level 7 apprenticeships, dedicating approximately 25% of their working time to formal education. In addition, we delivered a range of training sessions accessible to all employees to support ongoing professional development. Targeted training was also provided to designated roles, including general first aid, mental health first aid and fire safety courses for employees acting as first aiders and safety officers.

OUR COMMITMENT TO STAFF



COMMUNITY RELATIONS

We encourage employees to support the causes they care about, contributing to positive change in both local communities and wider society. During the reporting period, we strengthened our approach to community engagement by formalising governance and expanding structured support for initiatives across the organisation. A cross-group social committee was appointed with representation from all levels of the business to help identify, coordinate and support charitable and community activities. In addition, we introduced internal policies to provide clearer guidance and enable consistent support for employee-led volunteering, fundraising and community engagement initiatives.

SUPPORTING EDUCATION AND LOCAL TALENT DEVELOPMENT

In the reporting period we expanded our engagement with education and skills development through a partnership with the University of Worcester School of Arts. This included the provision of a graduate award as well as ad hoc mentoring and professional support for students entering the industry. Through this collaboration, we are supporting early career development and strengthening links between education and employment pathways.



INVESTING IN LOCAL ORGANISATIONS

We continue to support local community wellbeing. Last year, we became sponsors of Worcestershire County Cricket Club and the Worcester Warriors rugby union club. These partnerships contribute to the development of grassroots and professional sport, encourage participation across age groups and help strengthen community cohesion.

In addition, we further strengthened our role as a local community partner by offering our meeting space free of charge to Worcester City Council and other local organisations focusing on regional development and community growth.



EMPLOYEE PARTICIPATION IN CHARITABLE INITIATIVES

Engagement in charitable and awareness-raising activities remains important for the M+T Group staff and is encouraged across all levels of the organisation, with strong participation continuing. During the reporting period, we supported our employees who chose to participate in national fundraising events that mattered to them to them, including Cancer Research UK's Race for Life and Macmillan Coffee Morning for people living with cancer.



ACCESSIBLE, INCLUSIVE COMMUNICATIONS

Delivering inclusive communications remain at the heart of what M+T Group does, and we know that their delivery requires more than thoughtful messaging and appropriate tone. In fact, it depends on equitable access and the ability for all audiences to meaningfully participate.

Removing structural and technological barriers remains central to ensuring that underrepresented groups are not excluded from global conversations. Building on the foundations of the V-Ex Platform, the introduction of V-Ex Native represents a significant step forward in accessibility and inclusion. While virtual and hybrid formats already reduce the financial and environmental costs associated with travel, V-Ex Native further expands participation by addressing one of the most persistent barriers to digital inclusion: inconsistent or limited internet connectivity.

By enabling offline access to fully interactive, high-resolution 3D environments, V-Ex Native ensures that users can engage with virtual experiences regardless of connectivity conditions. Entire virtual spaces, including 3D assets and interactive features, can now be downloaded and accessed without a continuous internet connection. Through this innovation we are strengthening accessibility at a technical level, so that we can reinforce our commitment to inclusive communications.





LOOKING AHEAD

As we continue to strengthen our understanding of our ESG impact and refine our current practices, we remain focused on identifying meaningful improvements that support both our business and our stakeholders. By enhancing transparency and accountability, we enable our customers to make informed decisions and contribute to their own decarbonisation objectives.

Building on the foundations established over the past year, we have identified the following priorities to further advance our sustainability efforts next year:

- Carry out a detailed materiality assessment to better identify the sustainability topics that matter most to our business and staff.
- Further enhance our monitoring and reporting of Scope 3 emissions to gain a more comprehensive understanding of our value chain impact.
- Clarify emissions boundaries by assessing whether emissions associated with our headquarters fall within our operational responsibility or that of our tenants.
- Implement targeted initiatives to reduce our overall greenhouse gas emissions.
- Develop deeper insights into employee satisfaction and wellbeing to better support our workforce.
- Continue and expand our community engagement and charitable initiatives to create positive social impact.

**WE LOOK FORWARD TO SHARING OUR
PROGRESS IN FUTURE SUSTAINABILITY
REPORTS!**







APPENDIX

LIST OF

ABBREVIATIONS

This appendix provides a list of abbreviations and acronyms used throughout the sustainability report, together with key ESG data referenced in the document. It also includes comparative information from the previous reporting period to support transparency, track performance trends and provide context for M+T Group’s sustainability progress as well as reporting outcomes.



Acronym	Meaning
AFR	Accident Frequency Rate
ASR	Accident Severity Rate
B2B	Business to Business
BMS	Building Management System
CO2e	Carbon dioxide equivalent
ESG	Environmental, Social & Governance
GHG	Greenhouse gas
ISO	International Standard Organisation
NGO	Non Governmental Organisation
KPI	Key Performance Indicator
UN SDGs	United Nations Sustainable Development Goals



Policies

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Impact area		2025/2026 Data	2025/2026 GHG emission in tonne CO2e	2022/2023 GHG emission in tonne CO2e	Notes
Energy & Gas	Direct gas use from office	2,563.3 m3	0.52	N/A	These figures is an approximation in excess, as it doesn't account for the energy created by the solar panels on the building
	Direct energy use from office	51,946.9 kWh	9.19	34.2	
	Electricity transportation & distribution		0.96	N/A	
	Office electricity & gas/employee		0.22	0.71	
Water	Water use from office	243.6 m3	0.05	0.03	
	Office wastewater treatment	231.9 m3	0.04	0.03	
	Office water use & treatment/employee	5 m3	0.001	0.002	

Impact area		2025/2026 Data	2025/2026 GHG emission in tonne CO2e	2022/2023 GHG emission in tonne CO2e	Notes
Waste generation & disposal	General waste	11.5 tonnes	5.9	1.88	Worst case scenario, based on maximum volume agreed with waste collector
	Recycled	11.5 tonnes	5.9	0.08	
	Food waste	0.6 tonnes	0.4	N/A	
	Waste/employee	0.48 tonnes	0.3	0.15	
Business travel & Commuting	Business travel -Transport		8.9	N/A	Data from 19/08/2025 to 31/03/2026
	Business travel -Hotel stays		1.8	N/A	
	Commuting		96.0	49.9	
	Travel/employee		2.18	N/A	

ENVIRONMENTAL IMPACT



Impact area		2025/2026 Data	2025/2026 GHG emission in tonne CO2e	2022/2023 GHG emission in tonne CO2e	Notes
Home working	Office equipment	39,000 FTE	1.2	N/A	Estimated data based on hybrid and remote working policies
	Heating	39,000 FTE	11.8	N/A	
Overall emissions	Scope 1		0	0	
	Scope 2		9.19	34.20	
	Scope 3		132.67	51.92	Partial data based on water, waste, commuting and for 2025/2025 only business travel as well as homeworking data
	Total calculated emissions/ employee		2.71	1.08	





Impact area		2025/2026	2022/2023
Diversity	Workers that identify as women	49%	50%+
	Company managers that identify as women	45%	50%+
	Workers with long-term illnesses or disabilities	1	N/A
	Workers in apprenticeships, internships or graduate schemes	4	N/A
	Workers with non-British nationalities	5	8

Impact area		2025/2026	2022/2023
Wellbeing	Sick day/person	0.8	N/A
	AFR	0.0%	0.0%
	ASR	0.0%	0.0%
Volunteering	Number of volunteering activities carried out	2+	5

SOCIAL +
GOVERNANCE
IMPACT





MARKETING + TECHNOLOGIES GROUP

GET IN TOUCH

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