

MARCO

**ENVIRONMENTAL
POLICY**

MARCO Environmental Policy | March 2018

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INTRODUCTION

1.1. Our environmental Policy in a nutshell

MARCO has championed the fight against the climate emergency since managing all international PR for UN’s COP 22, and through its work for Friends of Glass, the World Water Council, the International Stockholm Water Institute, the Union for the Mediterranean, the European Environment Agency, and the Climate Reality Project, for which it has reaped industry recognition and multiple awards.

MARCO is paperless and has banned plastic cups in favour of aluminium drinking bottles.

MARCO has a recycling, reusing, circular-economy driven policy.

MARCO promoted teleworking and virtual meetings long before COVID-19.

MARCO uses the top two floors of the Espinola skyscraper, with maximum BREEAM qualification, optimal isolation, LED lighting, a dedicated cycling parking space, showers and changing room, with all furniture tailor-made from recycled materials.

MARCO has a personal commitment to the climate emergency: our carbon footprint will be neutral, or positive, by 2030.

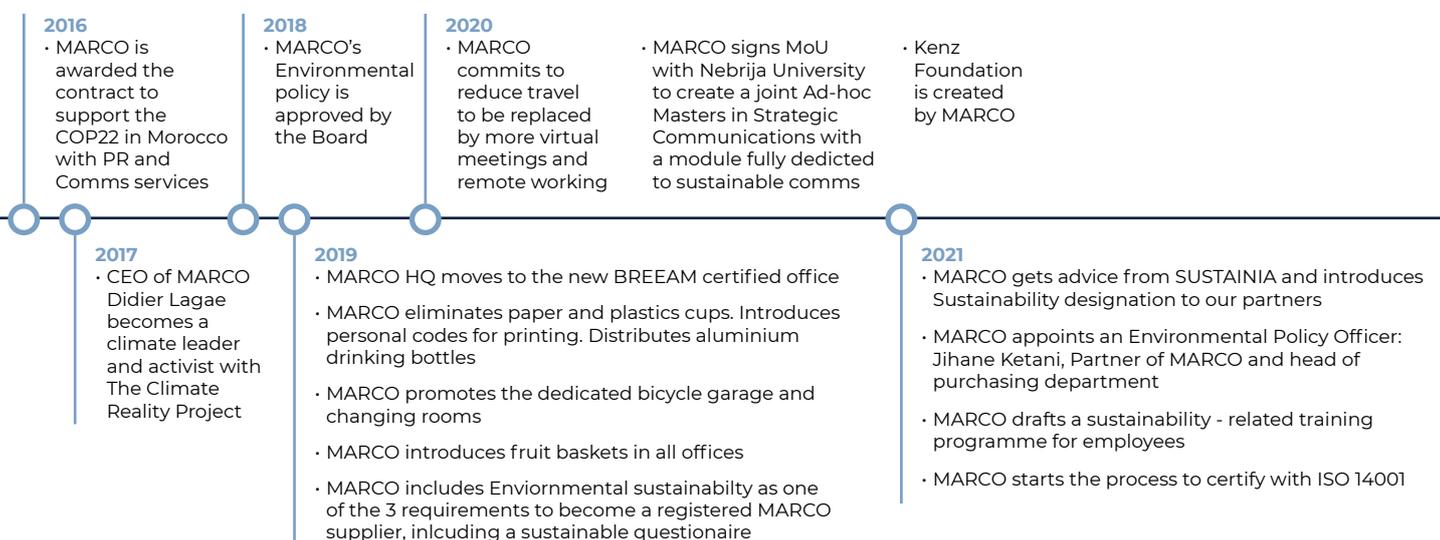
WE want a future for our kids. There is NO PLANET B.

1.2. Sustainability as a strategic priority

Sustainability has been part of MARCO’s DNA for as long as we have existed. But it became a strategic priority when our CEO Didier Lagae became, in 2017, a Climate Reality Leader following training from the Climate Reality Project, the initiative founded by Al Gore in the US. Ever since then, his personal commitment to the fight against climate change has cascaded throughout the organisation as a whole, becoming not only an example followed by many, but a corporate commitment and a strategic priority for the agency.

The Evolution of our Environmental Policy

The following chart presents MARCO’s environmental policy in a timeline, which allows us to show its evolution in time, as well as its status and strategic planning for the coming years.



THE POLICY

2.1 Our principles

The following set of principles guide MARCO’s environmental policy. MARCO will:

- Help its clients, employees and providers to achieve maximum efficiency in their processes and optimise resources.
- Integrate sustainability into processes, aligned with the 2030 agenda.
- Incorporate sustainability progressively in day-to-day activities and business practices.
- Ensure the least impact on the environment and society as a result of its activities, both directly and indirectly.

2.2. 2030 plan: our main priorities

MARCO will concentrate its efforts on two main priorities: climate change and inclusive social sustainable development. These priorities are inspired by the Agenda 2030, and in the following sustainable development goals (SDGs) in particular, where we believe a higher impact can be achieved:



Priority 1	Priority 2
<p>In terms of climate change, our commitments include specific action points for energy efficiency, circular economy, and reduction of CO2 emissions; but also our commitment to become climate champions and act as multipliers of the messages against climate change.</p>	<p>In terms of inclusive social sustainable development, our concrete actions include the creation of synergies to foster occasions for training, education and capacity building; contributing to create job opportunities; and ensuring gender balance.</p>

2.3. Definition and goals

We define sustainability as it was originally phrased in the Brundtland Report: *Meeting the needs of the present without compromising the ability of future generations to meet their own needs*. This means that we consider the environmental impact of our communication actions during every stage of design and implementation of a project. We are therefore committed to minimising the environmental impact of our everyday work, the activities we implement and our procurement practices.

This policy is defined by MARCO and it is applicable to every entity included under the MARCO Group such as Ejecutivos, Influencia y Kela Marketing & Trading.

In an ever changing world in which technology is moving faster than ever, we believe in the need for constant adaptation and revision of this policy. We strongly believe in the firm steps we have taken so far in order to become greener, but we also acknowledge that this is a process, and we are committed to improving. New goals have been set, including the awarding of certifications such as ISO 14001 and EMAS in the next two years (2022-2023), and a set of indicators are being developed to be able to assess the evolution of MARCO’s environmental policy in an orderly fashion.

2.4. Implementation

In order to draft and implement MARCO's environmental policy, the Board has designated an Environment Policy Officer. This person will have the specific mandate to apply the principles of the policy, define goals for it, oversee its implementation through each of the action points, verify that all action points are in line with the set priorities and assess its compliance. In line with the importance of this policy for MARCO, the board has assigned this role to one of its Partners, Jihane Kettani, who is also in charge of the purchasing department and the corresponding certification of providers. Giving this mandate to Mrs Kettani will ensure that the policy is applied transversely across all divisions of the agency, and that it has an impact on the large number of subcontractors which are used for every activity organised by MARCO.

MAIN ACTION POINTS

3.1. Sustainability-related action points

3.1.1 In relation to priority 1, Climate change

The Climate Reality Project

MARCO is heavily committed with and actively involved in The Climate Reality Project, the global organisation created by former US Vice President, Al Gore, which has more than 18,000 Climate Leaders and brings together cultural figures, opinion leaders, scientists, and storytellers committed to building a sustainable future by bringing about innovative solutions to the climate crisis and making clear that urgent action is necessary at every level of society.



The Climate Reality Project

Under the leadership of Didier Lagae, MARCO's CEO, who is a Climate Leader with The Climate Reality Project, the company is doing its utmost to tackle global warming. The agency raises awareness, at a global level, with a non-profit approach to climate change issues, from its disastrous effects to the best ways forward to combat this global emergency. Climate engagement is an imperative part of MARCO's DNA.

Energy consumption

Aligned with the aforementioned commitment, in 2019 MARCO chose to set up its Madrid headquarters in a BREEAM-certified building. The building's facade is entirely built in glass, with EnviroScreen from Verosol, having obtained a Cradle to Cradle certification that validates its commitment to health, as well as the environment (in terms of water and energy use). In our own space, the top two floors of the 14 in the building, we use EnviroScreen G3 – Optimum, as its high reflection qualities (74%) reduces heating and air conditioning efforts which translate into a reduction of CO2 emissions. The latter is also certified by Öko-Tex by Greenguard. The entire office is lit via LEDs, which also improves energy efficiency and reduces energy consumption. Our electronic office equipment, such as computers, fax machines and photocopiers, are set to low-energy use hibernation modes quickly after being left idle. Air conditioners and heating systems are regularly maintained and minimum office lighting is needed due to the choice of large windows which provide natural light. Additionally, remote working is encouraged, resulting in a better use of private means of transportation for commuting with its consequent emission savings.



Recycling

Our offices are equipped with special containers for recycling paper, plastic, organic, glass and electronic devices, as well as aluminium coffee capsules. In addition, the use of environmentally unfriendly materials, such as plastic folders and packaging is kept to a minimum and avoided. No paper glasses or cutlery are allowed in our cafeteria. All coffee capsules are kept in a special container and collected weekly by a third party for recycling. When a new employee joins MARCO, a Welcome pack is presented including a mug, a reusable glass bottle and a bag made of natural fabric. Additionally, to encourage healthy habits, we provide fruit to our employees which is brought to the office weekly in carton boxes, which are reused and eventually recycled. All furniture in the MARCO headquarters in Madrid is tailor-made with recyclable products and made of biodegradable materials. The office carpet, covering over 1,000 square meters over the two floors, is made out of reused fishing nets recovered from the ocean. A policy of reuse is also implemented at IT level, where repairing of all IT hardware elements is set as the default.

Digitalisation of content

The transition to electronic working methods has drastically cut down on the amount of paper used. For printing requirements, we ensure the use of environmentally friendly paper. As a further measure, our printers are defaulted to print double-sided to reduce resource use. If printing is used, then the paper is recycled via ECOLOGIC, a certified company.



Transportation

Many members of our teams need to travel frequently between cities. As well as encouraging setting up video conferences as a first option, whenever in-person travel has to occur, we favour trains over air or car travel. When it comes to going to the offices, our teams are encouraged to use public transport, bikes and even car-share. Our Madrid office offers a dedicated generous parking space for cycling commuters.

Services and products

Whenever possible, we prioritise the conception, development and use of environmentally friendly products and services in order to reduce carbon footprint and CO2 emissions. These values are equally passed on to our suppliers. In this regard, our internal guidelines and environmental checklist includes a Sustainable Development and Social Responsibility framework with the objective of maintaining the lowest carbon footprint possible; consistently encouraging the staff and participants to offset their carbon imprint via an online application; using unbleached, recycled, FSC (Forest Stewardship Council) labelled paper and vegetable inks; using energy-saving lighting systems; transferring information via USB key / DVD media support; proactive recycling policy including the use of reusable products that can be stored and used again for another event; and ensuring the use of the environmental criteria and green certification (e.g. ECOLABEL) in the selection and evaluation process of reliable service providers / suppliers. Decorative and promotional materials are always built with their reuse and recycle in mind. Finally, in each request, we contemplate the possibility of buying carbon offsets.

3.1.2 In relation to priority 2, socially inclusive sustainable development:

Joint Master's Degree with the University of Nebrija

MARCO signed in 2020 a Memorandum of Understanding (MoU) with the University of Nebrija, one of the most prestigious business universities in Spain, to create a joint Masters in Strategic Communications. As part of MARCO's corporate social responsibility actions, four full scholarships will be assigned to cover the expenses of this degree, with an estimated value of EUR 12,000 each. Half of the scholarships will be assigned to MARCO employees, and the other half will be awarded to African students with the potential to become communications experts who currently lack these opportunities. The first



UNIVERSIDAD
NEBRIJA

programme is expected to begin in September 2021 and last for a full academic year with a total of 40 students. On top of this, and fully aligned with MARCO's thought leadership and environmental policy, a full module - one of the six total included in the programme - will be dedicated to Communications for sustainable initiatives. The dedicated module will feature data-driven success stories of 360° campaigns, from important players in the field of sustainable development and related brand activism. This module will allow students to master the main technical aspects and implications of the Paris Agreement, address the specific challenges that these projects pose, and deploy a wide range of communications tactics to translate complex environmental information into digestible and compelling messages.

Gender balance and diversity

MARCO is fully committed to gender balance at the workplace. The composition of its board is a reflection of this commitment, where women account for 50% of its members. The same happens with the executive team, made of 10 people of whom five are women; and at agency level, where of MARCO's 120 consultants 60% identify as female.

The status quo is satisfactory in terms of gender balance, but keeping it stable is a strong commitment which the HR department follows closely. Diversity is another important aspect in MARCO's culture, where all creeds and nationalities are welcome and no distinction is made in relation to sexual orientation or identity. Currently, there are 18 nationalities present across the different teams at the agency, and there is a firm commitment to increase this representation in the coming years.

Kenz Foundation

Marco has set up the Kenz Foundation to make tangible our promise of reward and reason to be: to promote better understanding between companies, institutions, brands, governments, destinations, stakeholders, consumers, employees and travellers. With this in mind, the Kenz Foundation by MARCO will begin by building a better understanding between Europe and Africa, focusing first on the interaction between Spain and Morocco.

A number of actions will be deployed by the Foundation with the clear aim of changing the tone of voice to more positive reporting between continents. The storytelling will have a focus on job creation, development, sustainability, and renewable energies. We will set an impact indicator to this end goal, aiming to secure a shift of 10% in this tone of voice by 2030. In terms of concrete outcomes, we will create job opportunities for 50 interns in the period 2021-2025.



Becoming champions in the fight against climate change

Becoming an active voice and a multiplier of messages in the fight against the climate emergency is at the heart of MARCO's day-to-day activities. By working closely with our environmental-related clients, we grow our knowledge and understanding of the challenges that these organisations face. We also grow in acquiring first-hand experience in

communicating these issues to a wide array of audiences. At the same time, we take every opportunity to convey our commitment to the fight against climate change, be this through public interventions of our CEO in both the media and speaking opportunities, or via his capacity as a Climate Leader with the Climate Reality Project. Moreover, this corporate commitment has been displayed publicly in the past and it will continue to be when the circumstances demand it. In over 18 years of existence, MARCO has only joined once to a strike, and it was for the Global Day on Climate Action on September 25th 2019, when MARCO employees were invited by the Executive Team to join massive demonstrations against climate change in both Madrid and Barcelona.

3.2 Management-related action points

Getting an ISO 14001 certification

A major milestone in MARCO's Environmental policy will be obtaining an ISO 14001 certification in 2021, for which the initial necessary steps have been taken. This certification will help MARCO to minimise those operations which negatively affect the environment and comply with applicable laws, regulations, and other environmentally oriented requirements.



In that sense, MARCO has already moved forward by formally appointing a company that will guide us through the process and we are currently analysing the requirements.

Training

As part of its 2021 restructuring, MARCO will be drafting and deploying an ambitious internal training plan for its employees around three main areas: digitalisation, artificial intelligence and environmental awareness. As part of the training plan for the environment, an ambitious programme is being drafted that will train key people within the organisation to apply environmental management measures across all divisions of the agency in every market. The training will enable recipients to master the main technical aspects of the Paris Agreement as well as the New European Green Deal, facilitating their work in translating complex ideas into digestible and compelling messages. This will not only help MARCO employees become better at their job and more aware of their impact on the environment, but it will also positively impact our clients and providers.

Getting an EMAS certification



MARCO has concrete plans for 2022, when it intends to achieve a EU Eco-Management and Audit Scheme (EMAS) certification. This is a premium management instrument developed by the European Commission for companies and other organisations to evaluate, report, and improve their environmental performance. By doing this, MARCO aims to identify the correct tools to improve their environmental performance. As a first step we will voluntarily commit to both evaluating and reducing our environmental impact. We also intend to increase our credibility by getting this prestigious third party verification and achieve greater transparency both externally through the environmental statement and internally through employees' active involvement. With EMAS, our organisation will reduce its environmental impact, strengthen legal compliance and employee involvement, whilst simultaneously saving resources and money.

SUSTAINABILITY DESIGNATIONS FORM

Sustainability Designations

Following the expert advice of Sustainia, a Danish environmental consultancy firm, with whom we have partnered for a number of public procurement processes, we have begun a journey of assessment of our partners, guided by a matrix of sustainability designations. This matrix presents a number of questions that MARCO posed to its partners in the beginning of 2021. It acts as a starting point to be aware of our partners current status but, most importantly, constitutes a roadmap for how to become more sustainable. MARCO aims to show considerable evolution in relation to these indicators in the short term for every partner that is involved in the proposal or execution of 360° communications projects. We also estimate that this matrix will be augmented by the aforementioned certifications we intend to acquire over the next few years.



Designation	Partner's feedback	
	Yes	No
Is your company a member of the UN Global Compact (UNGC)?	<input type="checkbox"/>	<input type="checkbox"/>
Does your company formally abide by the 10 Principles of the UNGC?	<input type="checkbox"/>	<input type="checkbox"/>
Does your company perform any reporting with respect to the Sustainable Development Goals?	<input type="checkbox"/>	<input type="checkbox"/>
<div style="border: 1px solid black; height: 60px;"></div>		
Has your company taken the 1.5 degree business pledge?	<input type="checkbox"/>	<input type="checkbox"/>
Has your company set science-based targets?	<input type="checkbox"/>	<input type="checkbox"/>
Is your company a certified B Corporation?	<input type="checkbox"/>	<input type="checkbox"/>
What percentage of your company is women/minority owned?	<input type="checkbox"/>	<input type="checkbox"/>
Do members of your company attend sustainability focused events/conferences i.e. Davos, Conference of the Parties (COP)?	<input type="checkbox"/>	<input type="checkbox"/>
<div style="border: 1px solid black; height: 60px;"></div>		
Does your company have a formal ESG or environmental policy?	<input type="checkbox"/>	<input type="checkbox"/>
<div style="border: 1px solid black; height: 60px;"></div>		
Does your company follow any GRI standards with respect to reporting?	<input type="checkbox"/>	<input type="checkbox"/>
Does your company publish any specific sustainability content/reports/media/publications?	<input type="checkbox"/>	<input type="checkbox"/>
(Yes/No) If yes, please provide examples.		
<div style="border: 1px solid black; height: 60px;"></div>		

Partner's feedback

Is your company located in an environmentally-friendly building? I.e. LEED, BREEAM

Yes No

Do members of your company sit on any boards related to sustainability/environmental measures? I.e. community boards with recycling initiatives, company boards to review travel procedures or health and wellness initiatives?

Does your company host any volunteer activities for employees?

Does your company have a documented code of conduct/ethics?

Does your company have a documented code of conduct, or equivalent, for its suppliers?

Does your company donate money to any sustainability/ESG initiatives?

Please document any evidence of your company's Corporate Social Responsibility programmes, i.e. including environmental management policies and certifications, policies adhering to social standards, such as ISO 14000 certification, etc.

Does your company/operations receive energy from renewable sources?

Does your company perform any carbon offsetting initiatives?

Is there anything else relevant we should be aware of?

I.e. has your company recently put in place a flexible working arrangement for employees? Does your company have measures for recycling and electricity consumption? Do you only print on FSC paper? Are you limiting travel and resorting to virtual meetings to address your carbon footprint?

Any other certifications/designations we should know about to include with the company sustainability profile?

Risk-to-opportunity methodology

In terms of MARCO's methodological approach, we apply a *risk-to-opportunity methodology* rooted in five years' extensive research on biodiversity, climate change and health published by our environmental consultant Sustainia in the *Global Opportunity Reports* together with the United Nations Global Compact and the world's leading assurance and risk management firm, DNV GL. Launched one month after the World Economic Forum's *Global Risks Report*, the *Global Opportunity Reports* have provided an antidote to the traditional risk-centric approach of business. Opportunities are avenues of action for systemic change that stakeholders in business, politics, finance, and civil society can choose to pursue when addressing global risks, such as loss of biodiversity, pandemics, or climate change. They create value for societies and the planet, not just for individuals or businesses. An opportunity is different from a single business solution because it creates systemic change via multi-stakeholder collaboration. Turning risk into opportunity is a methodology and a mindset that transforms individuals, businesses, and markets. Now it is clear that only those with this mindset will be able to unlock the opportunities of humanity's greatest risk to date: climate change and the impending impact of biodiversity loss, not to mention its most present risk to human health: pandemics.

ASSESSMENT OF THE POLICY

4.1. Indicators and quality control

The Environmental Policy Officer will be responsible for the communication and application of this policy throughout the MARCO Group. This will be reflected in the job objectives of such profile, and assessed yearly in every job review.

In relation to concrete indicators, the following matrix presents metrics from the inception of this policy in 2016, all the way up to 2030, where MARCO expects to have a neutral or positive carbon footprint. This matrix should be seen as an indication of the evolution of the policy, and as proof of MARCO's commitment to assess its impact and the measures we implement to achieve our goals.

MARCO environmental indicators

Indicator	2016	2017	2018	2019	2020	2021*	Target 2030
Priority 1. Climate change							
Kilos of paper recovered / recycled	n/a	n/a	n/a	100	10	40	10
Number of print outs	n/a	n/a	Introduced personal codes	175.535	49.260	35.000	25.000
Number of plastic and paper cups	n/a	20.000	20.000	0	0	0	0
Expenditure in travelling (plane) - EUR	n/a	n/a	144.321	54.783	15.229	41.000	60.000
Expenditure in travelling (taxi) - EUR	n/a	n/a	84.152	55.664	21.479	33.000	20.000
Energy consumption reduced	n/a	n/a	n/a	30%	n/a	n/a	n/a
Percentage of employees cycling to the office	n/a	n/a	0%	4%	4%	4%	15%
Number of providers with environmental certifications	n/a	n/a	Decision made	30	82	84	ALL
Percentage of improvement in sustainability designations from partners	n/a	n/a	n/a	n/a	n/a	Decision made	60%
Percentage of Environmental-related accounts	Decision to grow these accounts	0%	3%	10%	20%	30%	35%
Number of staff working remotely - % hours of work	90%	90%	90%	90%	63%	50%	50%
Number of virtual meetings held	10%	10%	10%	10%	70%	70%	70%
Priority 2. Inclusive social sustainable development							
Investment in fruit provision	n/a	n/a	0	2.000	2.000	5.000	7.000
Number of scholarships awarded for Masters	n/a	n/a	n/a	n/a	n/a	4	32
Percentage of female employees	n/a	n/a	56%	60%	61%	60%	60%
Number of hours of training per employee	n/a	n/a	n/a	n/a	n/a	Decision made	25
Number of employees trained	n/a	n/a	n/a	n/a	n/a	Decision made	100%
Number of interns supported / mentored by MARCO	n/a	n/a	17	31	48	25	50
Number of nationalities present in MARCO staff	n/a	n/a	10	12	14	18	25
Number of interns mentored by the Kenz Foundation	n/a	n/a	n/a	n/a	n/a	n/a	50
Shift in tone of voice Spain - Morocco by the Kenz Foundation	n/a	n/a	n/a	n/a	n/a	n/a	10%

* estimation

n/a = not available

4.2. Supporting elements

confidencial
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Oficial
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y ha obtenido una clasificación de **58,57%**
Muy Bueno

★ ★ ★ ★ ☆

Código del certificado **BC-01-1114-010/CF** Edición del Certificado: **02**

31 de mayo de 2017
Fecha de Expedición

Gavin Dunn, Director BREEAM, BRE Global Ltd.
 Carlos Calvo Orta, Director General ITG

L35 Arquitectos SAP Nombre de la Organización Autorizada
Sergio Sanz del Río Asesor Licenciado BREEAM ES
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por: **L35 Arquitectos SAP**
Nombre de la Organización Autorizada

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Resultado: 58,57%
Clasificación: Muy Bueno

★ ★ ★ ★ ☆

Categoría	0	10	20	30	40	50	60	70	80	90	100
Gestión											41
Salud y Bienestar											64
Energía											74
Transporte											78
Agua											81
Materiales											30
Residuos											33
Uso del Suelo y Ecología											70
Contaminación											33
Innovación											10

31 de mayo de 2017
Fecha de Expedición

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 Carlos Calvo Orta, Director General ITG

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