

# Our three pillars of responsible business

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## Our approach to responsible business

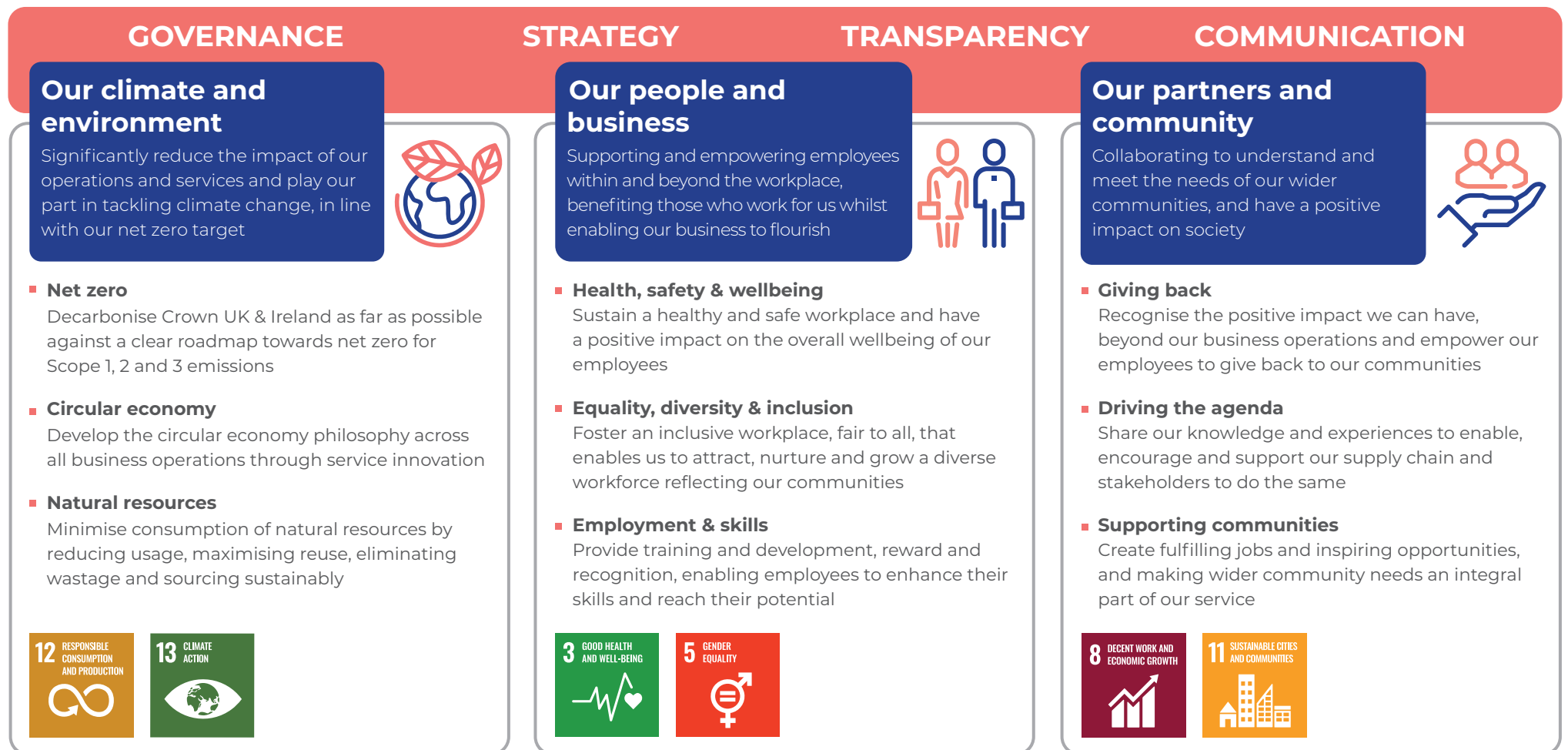
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At Crown UK & Ireland, we believe that as a business, we can and need to do more to benefit all those impacted by our operations, products and services and to protect our planet for future generations. We want to create a positive legacy and, with that, know that responsible business is the right thing for us to be and do.

We have looked at what our different stakeholders want from us, where we can have the biggest positive impacts, and created a vision of what responsible business means to Crown. This has led us to identify our sustainability priorities under three core pillars which will now define how we do business, and how we further develop and deliver our services.

# Our three pillars of responsible business

We are working to put these pillars at the heart of our decision making and ensure that our business continues to work for our many stakeholders, not just today but long into the future. These pillars are aligned with six UN Sustainable Development Goals to which we contribute most significantly, ensuring we are supporting worldwide efforts to tackle economic, social and environmental challenges.



## Pillar one:

# Our climate and environment

We are committed to significantly reducing the impact of our operations and services and play our part in tackling climate change, in line with our net zero by 2040 target.

### Net zero

Decarbonise Crown UK & Ireland as far as possible against a clear roadmap towards net zero for Scope 1, 2 and 3 emissions

We have a net zero target for Scope 1 and 2 emissions by 2040 relative to a 2019 baseline with interim targets of 45% reduction by 2025 and 65% by 2030. We are reducing our emissions annually in line with these targets.

We are measuring our Scope 3 emissions and are developing a target for Scope 3. We have rolled out carbon training across the organisation to support our plans.

### Circular economy

Develop the circular economy philosophy across all business operations through service innovation

We are already successfully delivering circular services, and reducing environmental impacts for our clients, through a number of our brands but we want to roll this out across the whole of UK & Ireland.

We are working with the existing manager-led innovation programmes to apply not just circular principles but a full 'three pillar lens' to ensure these are reflected in all current and future areas of business innovation.

### Natural resources

Minimise consumption of natural resources by reducing usage, maximising reuse, eliminating wastage and sourcing sustainably

We have started to build a clearer understanding of our procurement processes, the natural resource impact of our operations, and of our waste handling arrangements.

We are using this knowledge to implement a circular economy strategy across Crown UK & Ireland to help drive waste prevention, reduction and reuse.



To view our latest emissions data and reduction initiatives, please refer to our [Carbon Reduction Plan](#) here.

## Pillar two:

# Our people and business

We are committed to supporting and empowering our employees within and beyond the workplace, benefiting all those who work for us whilst enabling our business to innovate and succeed.

### Health, safety and wellbeing

Sustain a healthy and safe workplace and have a positive impact on the overall wellbeing of our employees

We have long been committed to prioritising employee wellbeing and have strong foundations in place.

We are reviewing PULSE survey results and seeking best practice recommendations to develop a plan to support employee health and wellbeing in the long term.

### Equality, diversity and inclusion

Foster a workplace that is inclusive and fair to all employees, and enables us to attract, nurture and grow a diverse workforce that reflects our communities

We want to build on our progress in equality, diversity and inclusion to date and are working to understand the equality and accessibility challenges in our communities.

We are working with our partners to develop a plan to deepen our positive impacts, both internally and externally, ensuring our workforce reflects the communities we operate in.

### Employment and skills

Provide training and development, reward and recognition, enabling employees to enhance their skills and reach their potential within their roles and career

We know that, for these three pillars to be central to our business, personal development programmes need to reflect the premise that sustainability is everybody's role now.

We have developed a training and development plan to drive sustainability knowledge and awareness across the workforce, appropriate to roles and functions.



## Pillar three:

# Our partners and community

We are committed to collaborating to understand and meet the needs of our wider communities, and have a positive impact on society.

### Give back

Recognise the positive impact we can have, beyond our business operations, to support schools, charities and those in need, and empower our employees to volunteer their skills and passions to give back to our communities

All our employees are given paid time off each year to volunteer for a charity close to their heart. We are working to make more of this initiative and to ensure it has a genuine impact.

We also want to go further with our support for non-profit organisations. Working with existing charity partnerships through our successful Giving Back Project, we are launching a volunteering network for staff across UK&I to increase use of staff volunteering days.

### Drive the agenda

As we continue to innovate and build a responsible business, share our knowledge and experiences to enable, encourage and support our supply chain and stakeholders to do the same

With our progressive and ambitious approach to responsible business, we want to share our knowledge and drive the agenda much more widely.

We will continue to communicate information, guidance and best practice on responsible business practices. We have begun to run training sessions with key suppliers and will work with brand representatives to directly engage with their industry.

### Support communities

Create fulfilling jobs and inspiring opportunities, and make meeting wider community needs an integral part of our service provision so that we, and our clients, create extensive social value through our everyday business

We believe that one of the best ways we can support our community is through jobs and opportunities. As with all our pillars, we want to understand where our communities need our support and build on our existing successes to achieve more.

We are working with Business in the Community (BITC) to develop a social impact strategy and have conducted research on the main social issues in our key operational areas.

8 DECENT WORK AND ECONOMIC GROWTH



11 SUSTAINABLE CITIES AND COMMUNITIES



# Our foundations for success

To enable the wholesale change required to embed these pillars at the heart of decision-making across the business, we know we need solid foundations and have identified those which will support us and enable us to succeed.

## Leadership and oversight

Our transformation is led by the Responsible Business Team, supported by external specialists, an in-house sustainability team, and overseen by the Senior Leadership Team. All our UK & Ireland brands will benefit from support and group-wide initiatives. Each business unit head takes responsibility for making these pillars central to decision-making and driving brand-specific innovations through their brands.

## Training and education

Establishing and maintaining our pillars involves every single employee. We have launched a successful training programme on climate change, carbon management, circular economy principles and social value. This compliments existing programmes around equality, diversity and inclusion and employee wellbeing.

## Measuring progress and achievements

Measurement of both what we deliver and, more importantly, the outcomes we is critical to understanding the success of our approach and whether we truly are a responsible business. We work closely with Business in the Community, EcoVadis and the Carbon Disclosure Project (CDP) to measure our performance and benchmark against industry peers. Their feedback and guidance directly informs our strategy.

## Sharing our story

We share our story in all directions and have been building a stronger voice to communicate this effectively. We want to drive awareness of our approach, building brand recognition, celebrating our successes, and driving the agenda by sharing our learnings. We produce an annual [Sustainability Report](#) to capture our progress.



[View our Sustainability Report](#)

## Collaborating for success

We know that we can't build a responsible business on our own. We not only share but learn from all directions, from our diverse employees and extensive client base to our suppliers, communities and wider industry partnerships with like-minded organisations demonstrating best practice.

As well as making a positive difference to our employees, clients, wider communities and our environment, being a responsible business is a commercial strength. It is helping us to develop and maintain long-term relationships with our clients, attract, retain, and develop our talented employees and build mutually beneficial partnerships. This will help ensure our business continues to work for our many stakeholders, not just today but long into the future.