



# Where We Are Today

Environmental, Social, and  
Governance (ESG) Report

November 2023

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# 01



## Goals for 2023

In 2023, Advantage Market Intelligence Ltd. signed the SME Climate Hub commitment, becoming part of the United Nation's Race to Zero campaign. This is the commitment to halve emissions by 2030, achieve net zero by 2050.

In early 2023, the UK headlines were dominated by the topic of sustainability, in particular the lack of real progress at a national level and the net zero target date being pushed back.

At the same time, our research had been highlighting real, stand out, examples of companies of all sizes, making tangible changes to how they operated. Against a backdrop of greenwashing and general scepticism, these examples demonstrated, that changes could be made, if there was genuine will.

Fundamentally, it made me question our own activity. Advantage was set up with solid principles, but these focused primarily on our ethics, client and supplier relationships and the working environment and policies for our employees. Very little attention had been given to environmental considerations.

We looked into the SME Climate Commitment and its core principle of transparent, annual reporting and found it to be a good fit:

- ➔ Recognising that climate change poses a threat to the economy, nature and society at large, our company commits to take action immediately in order to:
  - ✦ Halve our greenhouse gas emissions before 2030
  - ✦ Achieve net zero emissions before 2050
  - ✦ Disclose our progress on a yearly basis

Being a very small company, Advantage is very agile. Therefore, I set the goal for the company to achieve net zero emissions, not by 2050, but by the end of 2023.

Whilst this has not been an easy process, it has provided the opportunity to step back and look at what we do as a company, both internally and externally and to pull this together into an ESG report for the first time.

We are now a certified net zero emissions company. More importantly the activity has helped solidify our values for our employees, suppliers and our clients.

I am personally very proud of where we are today, the work we deliver to our clients, and our overall positive impact.

This is all only possibly with the support of a great team.



Kevin Simmonds

Managing Director



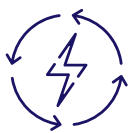
# 02

## Our Environmental Impact

Advantage is a virtual company operating in UK and Peru.

We defined our environmental impact as the day-to-day activities of our employees.

We considered operations in both the UK and Peru, focusing on three main categories:



Energy use



Commuting



Purchases

We used the Normative.io carbon calculator which was recommended by the SME Climate Hub (<https://normative.io/>) to calculate the combined annual impact of the UK and Peru operations.

Normative Business Carbon Calculator follows the Greenhouse Gas Protocol, the widely-used international protocol for carbon accounting. The engine uses science-based emissions data and spend-based and activity-based methods to calculate a company's greenhouse gas emissions.

Based on this calculator, Advantage has a combined annual carbon footprint of ... **6.7 TONNES**

We have not considered the environmental impact of services we buy from other companies such as fieldwork providers, accountants etc. This will be something we will look at in the future.

# 03



## Offsetting our Environmental Impact

We chose to offset our carbon footprint by purchasing carbon credits from Switch2zero, the partner recommended by the SME Climate Hub. Switch2zero partners with the UN and Gold Standard to fund verified carbon offset projects.

Example projects include



**SFPL Solar Power CDM Project**

This project produces energy with solar radiation and photovoltaic cells...



**Salkhit Wind Farm**

The Salkhit Wind Farm uses wind generated power to supply the Mongolian central electricity system grid...



**Ratchaburi Farms Biogas Project at SPM Farm**

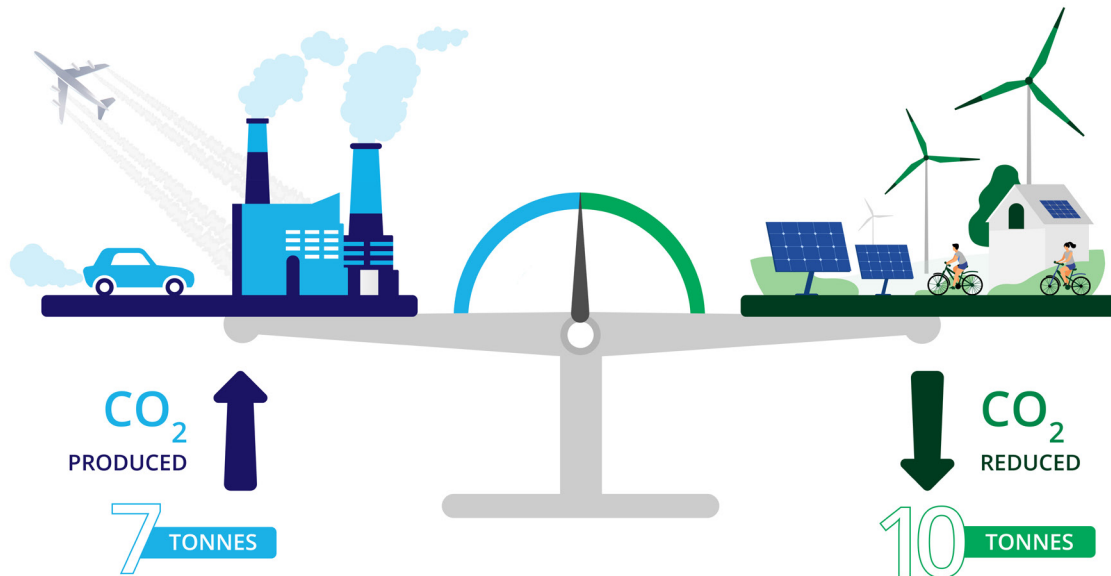
This Thai biogas project uses an anaerobic lagoon treatment system to flush effluents produced from the SPM swine farm...

Further information about its projects can be found at [www.switch2zero.com/projects](http://www.switch2zero.com/projects).



We chose to offset more than our calculated footprint, just in case we had missed anything. Making Advantage carbon neutral by a comfortable margin.

## NET CARBON FOOTPRINT






In addition, we invested in planting trees. Taking Advantage from carbon neutral, to carbon negative. Meaning, the company now has a positive impact on the environment.

Each tree is conservatively estimated to capture 0.2 tonnes of CO<sub>2</sub> over its lifetime.

Tree planting is now an ongoing annual commitment



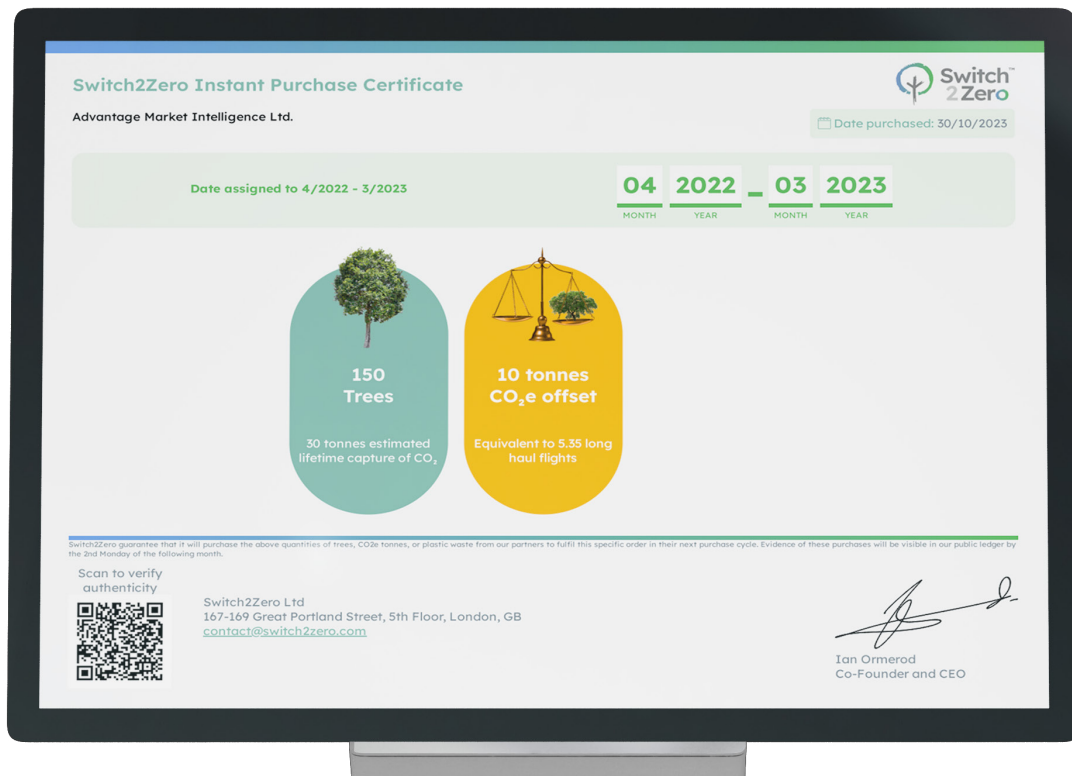
Trees are planted by Eden Reforestation. To date, Eden Reforestation has planted over 423M trees. Example projects include:

		
<p><b>Nepal</b></p>	<p><b>Mozambique</b></p>	<p><b>Madagascar</b></p>
<p>Eden Reforestation Projects has been working in Nepal since 2015.</p>	<p>Eden Reforestation Projects are working to replant the 8 million hectares of forest in Mozambique...</p>	<p>Eden Reforestation Projects has 93 sites in Madagascar, creating over 11,700 jobs.</p>

Further information about tree planting projects can be found at:



[www.switch2zero.com/projects](http://www.switch2zero.com/projects)





04



# Community Engagement

Our main focus continues to be supporting the Talita Kum orphanage in Peru.

It is home to over twenty abandoned and vulnerable children, run by a missionary nun. Local volunteers make cookies and other items with the children which are sold to help with the upkeep.

Our continuing support includes:



A Christmas party, meal, entertainment and gifts



Days out



School supplies and food



Financial support



Help raising the profile of the home to attract donations



Birthday cakes



## Christmas party

A fantastic and very emotional day with a Christmas meal, children's entertainer and presents.





## Day at the Zoo

With support from James at Polar Insight and Mirelle at Mirelle Yoga, we arranged a trip to the zoo.



## School Supplies

In Peru, children need to provide their own school materials. This year we helped.



## International Children’s Day (August)

We arranged a fun day with stories, games and a treasure hunt. Time with the children.



## Fund raising activities

Advantage supports a range of fundraising activities suggested and organised by team members to help raise money for Talita Kum.

### Organised tours

Claudia organised a tour of the Historic Centre of Ancon in Lima, Peru, with its rich history and cultural significance.

Participants got to visit historic houses, significant buildings, and the beautiful beach while learning about the lives of the children at Talita Kum.

More tours are planned.



### Sweet treats

Mariale and her family sold homemade alfajores to aid Casa Talita Kum.

The alfajores are more than just sweets; they represent solidarity and the intention to bring joy to girls in need.





## “Threads of Love”

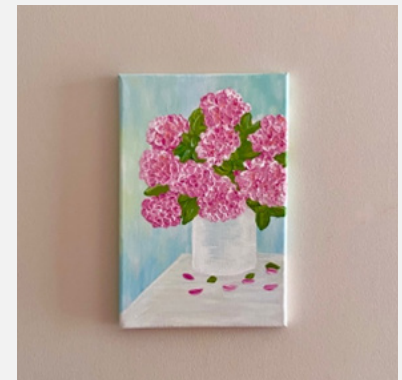
A heartwarming project that involves making and selling custom bracelets to support Casa Talita Kum.

The bracelets are symbols of hope and dedication, made by several team members.



## Painting for a cause

Art for charity is a unique way to reignite an artistic spark while contributing to a greater good.



## Birthday smiles

We are now working with a local baker to send each child a birthday cake with a personalised message.



## Breaking new ground

We are supporting the construction of a permanent home for the children. For an organisation that can struggle to meet its needs each month, constructing a building is a significant challenge and long term project. We are providing initial funding and friends are volunteering their professional services to help get the plans approved.





# 05



## Governance

Kevin Simmonds has overall responsibility for the Advantage group of companies, with Hector Alfaro responsible for operations in Peru.

### Internal

#### Advantage Academy

In 2022 we created the Advantage Academy, an internal training resource. The Academy continues to be added to and includes:

- Personal record of training
- Over 40 online courses
- Support for additional courses
- Internal training presentations and activities

Each team member has 'training hours' allocated for their personal development each month.

Training was a strategic priority in 2023 and the Academy was supported with on the job training as well as a mock project working through all stages of a project from responding to the client brief, designing the project, conducting interviews with real genuine people, through to delivering a final report.

## Flexible Working

Working practices and less formal practices have been introduced to give flexibility such as:

- Early finish on a Friday
- Day off on your birthday
- Monthly team meet ups & informal lunches

## Policies

Our formal policies have been expanded to cover:

- Modern Slavery
- Diversity, equity, & inclusion
- Anti bribery & corruption
- Health & Safety



## Supplier Relations

During 2023 we defined additional policies that cover not only how we work, but also what we expect from our suppliers.

Our Supplier Code of Conduct is our first step towards extending a positive impact beyond our own activities.

Our Code of Conduct extends to how we do business with our suppliers and we commit to:

- Treating suppliers fairly and objectively at all times
- Paying suppliers in accordance with the agreed terms and dealing with any exceptions in a timely manner
- Selecting suppliers without prejudice.
- Working with our suppliers to support improvements in their social and ethical practices
- Continuously improving our knowledge of socially and environmentally responsible supply chain management practices
- Maintaining a supply chain that reflects and aligns to our own standards of conduct for how we do business

The Code also clearly defines what we expect from our suppliers in eight key areas:

ADVANTAGE's Supplier Code of Conduct encompasses eight main expectations:

- |                                     |  |
|-------------------------------------|--|
| 01. Business Integrity              | 05. Information Security and Data Protection |
| 02. Legal Compliance                | 06. Anti-Corruption Measures                 |
| 03. Human Rights and Fair Treatment | 07. Corporate Social Responsibility          |
| 04. Health and Safety               | 08. Supply Chain Compliance                  |

There is more we need to do as a company, with focus areas for 2024 being:

- Ethics training
- Cybersecurity and risk management

Where we are today is best summed up as the start of our journey.





For further information please get in touch



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