

No less than a
MANIFESTO



2023

**Momentum
Instore**

Welcome

The narrative around sustainability has drastically changed in the last few years as we have all become acutely aware of the impact of climate change. I'm not here to tell you how Momentum Instore are going to change the world because we drive electric cars. Rather, this Manifesto sets out a commitment to have a more positive impact on the world around us, from the amount of carbon we emit to the day-to-day the way we do business.

We've called this a manifesto rather than a strategy because it is our commitment to do whatever is needed to continually have a positive impact. As a starting point, we have established two guiding principles to frame our work:

- ➔ **Doing the right thing is the right thing to do**
- ➔ **Making a positive impact must be an evolution, where we adapt and change to the needs around us**

It is our commitment to constantly assess, evolve, and push our work in the right direction, wherever and whatever that may be. It is an understanding that what change looks like today might be completely out of date in two years' time. It's also an acceptance that we are at the start of this process, with a long way ahead of us, but the potential for growth as a business is exciting.

With all that being said, we still need a focus to drive our work. So, we have broken it down into four key pillars against which we can track and measure our progress. These are;
The Environment, Our People, Our Customers and The Community



Our manifesto considers each of these pillars in turn, and describes initiatives that we are delivering right now, initiatives we are working on to bring into life and the longer-term aspirations.

Thank you for taking an interest in our Manifesto and as a key Momentum partner we'd love to hear how you would like to evolve along with us.

Paul McCarthy
Managing
Director



THE FOUR PILLARS

1 THE ENVIRONMENT

2 OUR PEOPLE

3 THE COMMUNITY

4 OUR CUSTOMERS

ECOVADIS

Momentum has been a member of Ecovadis since 2021.

We have been awarded a silver accreditation and place in the 90th percentile. Our scores in environment, labour & human rights and ethics, as well as our overall score, are all rated as advanced.

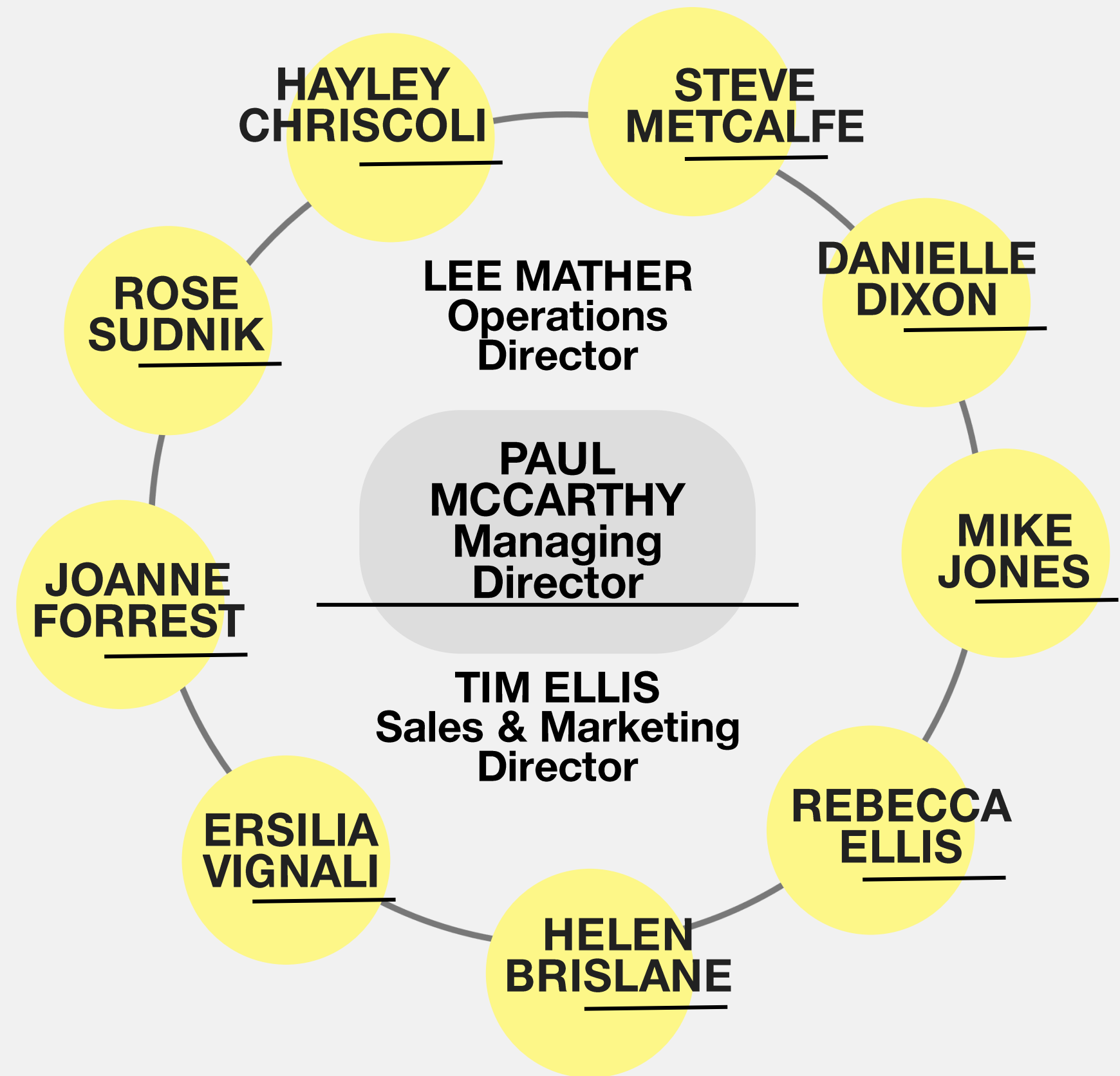
Our improvement areas focus mostly on reporting. Whilst we are doing lots of great things to reduce waste and emissions, train our people in the right areas, and promote the mental wellbeing of our workforce, we need to do more to tell the story of our progress. This forms a key element of our manifesto.



IT TAKES A VILLAGE

Whilst the buck stops at the top, it takes a full team to be involved and have impact across the entire business. With the best will in the world, if it falls to one person to make change, it will be met with barriers and difficulties. So, we've ensured that a team from across the business have buy-in and responsibility.

This is the team for 2023 who will meet regularly and review progress in each of the pillars.



ENVIRONMENT

Sustainability. It's a word you hear a lot these days. But we don't just say it, we mean it. And we're proud to be weaving our eco-focus into everything we do: our goals, our culture and our core company values.

We're part of an industry that creates a lot of waste – from emissions and packaging to promotional material and store furniture. Because we're not consumer facing, much of what we do can go under the radar when it comes to sustainability. But we want to change that.

Less waste, less plastic, fewer emissions. In 2020, we launched Aftermarket where old stands, kit and more are refurbished and put back into the cycle, cutting down on excessive manufacture. Clever, eh? We've teamed up with multiple recycling partners, too, so anything that's not fit for reuse gets appropriately recycled. Thanks to our regional infrastructure, we avoid long journeys, and we try to schedule projects in one place on the same day – reducing CO2 emissions, time and costs. And clients can keep track of exactly how much they've saved from landfill by checking their Insite dashboard.

We've also achieved ISO14001, ISO 9001, POPAI Sustainability Standard and Ecovadis Silver, showing that we really are committed to our sustainable journey.



ENERGY

At the end of 2022, we signed up to the SME Climate Hub. As part of this we started the process of measuring our carbon footprint, setting key milestones and annual interval targets to help us reach our goal of net zero.

We are on a journey to net zero emissions by 2050. Our ambition is to halve our emissions by 2030, and we are in the process of setting annual interval targets to ensure we achieve this.

Using our year ending May 2022 as a baseline, we have gathered emissions data around scope 1 and 2 category emissions and submitted this to the Business Carbon Calculation to generate our carbon footprint.

Our carbon reduction plan and emissions will be reported annually in line with our financial end of year on 31st May.



ENERGY

In late 2022, we joined up with Business Utility Renewals (BUR) with the aim of purchasing more sustainable and ethically sourced energy, as well as identifying areas where we can reduce our energy usage through smarter working practices and better technology.

It is our aim that our partnership with BUR will streamline our energy contracts and provide greater traceability. Along with our carbon reduction target, our energy consumption data will be reported annually.

From 1st March 2023, new energy contracts for several of our sites came into place. Our depots at Cotton Way, Weldon Road, Reddish and Dunstable are now supplied with 100% green energy which is REGO and RGGO backed, joining our head office at Beechwood Court which has already been supplied by REGO backed electricity for several years.

Other ways in which we limit our emissions:

LIGHTING

Motion sensors and upgraded LED lighting have been installed at two of our locations. This initiative is being rolled out company-wide.

TECHNOLOGY

Scheduling Teams meetings where appropriate instead of travelling by car or train has reduced our corporate carbon footprint.

ELECTRIC VEHICLES

We have an EV car scheme and EV charging points at Head Office and at our Loughborough depot.

INTELLIGENT SCHEDULING

Where possible we use local teams operating from local depots to reduce journey length. We schedule store visits in the most efficient way, and use Insite travel time calculations to inform our planning





MATERIALS

Momentum is proud to be leading the way in making retail more sustainable with investment in our aftermarket facility which opened in Loughborough in 2020.

Aftermarket is the missing link in the retail cycle, facilitating the reuse, refurbishment, maintenance and ultimately, recycling, of instore furniture.

Aftermarket is the key to making brands truly sustainable.



AREAS WITHIN *Aftermarket*



The Warehouse Project

Full units removed from store and large format print items are held here. Capacity for over 1600 pallet spaces.



The Hub

Pick n pack of POS or items for large campaigns or orders, often comprising thousands of parts that leave the building within very short timescales



The Vaults

Accessible by only authorised key holders and monitored by CCTV, high value items are held such as cosmetics or perfumes and consumer electronics.



The POP Shop

When old units or parts are returned to us, they are sent to the Green Room to be sorted into categories: to reuse, refurbish or recycle. Wherever possible, we never waste.



The Repair Shop

We assess every part to determine if it can be reused as is, refurbished to make good again or recycled. As much as possible goes back into the cycle.



SUPPLY CHAIN

It is important to us to work with suppliers who not only offer value for money, but also act responsibly towards the environment, their people and the communities in which they operate.

As a service-based business, we do not have an extensive chain of suppliers, however those that we do work with are required to adhere to our procurement policy and complete a supplier questionnaire. Please find these documents attached separately. We pay 60% of our suppliers within 28 days.

We follow corporate governance best practices having regard to the long-term consequences of our business decisions and the subsequent impacts on the interests of our employees, suppliers, customers, communities and shareholders.



PEOPLE

At Momentum, we know what is important, and that's our people. They are at the heart of what we do.

We take our responsibilities towards our team very seriously and have a range of policies in place designed to ensure that Momentum is a safe and respectful place to work.

These policies are attached separately and cover issues including health and safety, equality and diversity, anti-slavery and disabilities.

We also know that it is important to be transparent as a business, and our gender pay gap data is published on our website.



PEOPLE

DISABILITIES

Momentum is registered with the Disability Confident Scheme as Disability Committed. All of our people are required to complete disability and inclusion training.

ANTI-SLAVERY

We take our responsibilities in relation to anti-slavery extremely seriously. Our anti-slavery policy is published on our website. We employ robust recruitment practices to safeguard against any form of modern slavery or human trafficking and our whistleblowing policy ensures that employees can understand how they can raise any concerns about practices within our business or supply chain without fear of reprisal. All new starters at Momentum are required to complete anti-slavery training, and existing employees are required to refresh this training annually. Our procurement policy and supplier questionnaire sets out our expectations for our key business partners in relation to their anti-slavery processes. Please see further details on the 'Supply Chain' page.

WELLBEING

We know what we do well, and that is creating a great culture at Momentum.

We have developed a Momentum Wellness Team (MWT) made up of representatives from across the business with the aim of identifying and supporting the mental health and wellbeing of our people. The MWT offer a listening ear, signpost to advice on day-to-day issues such as a financial planning and help those who need it access additional support. The MWT arrange regular social events and charity days, too.

As well as the MWT, we offer our people a range of other benefits which include:

- Flexible and hybrid working
- Incremental annual leave in line with length of time at Momentum
- A comprehensive employee assistance programme (Help@Hand and UNUM Lifeworks)
- Monthly and annual reward and recognition schemes
- Leadership and management training opportunities
- Birthday day off for everyone



CUSTOMERS

Our ambition is to be a partner for our customers throughout the retail cycle, wherever they need us.

In recent years, we have moved away from being a purely installations and merchandising business, with investments in our technology and our aftermarket centre in Loughborough.

This means that as well as focusing on our own environmental and social sustainability goals, we are in an ideal position to help our customers meet theirs, too.

Our carbon offsetting and closed loop recycling initiatives are two examples of this. Please read on for more information.



CARBON OFFSETTING

Ecologi



We've partnered with Ecologi as part of our goal to achieve net zero, enabling us and our full-time employees to offset our entire carbon footprint.

Working with Ecologi also means we are able to offer an innovative solution to our clients and offset all the carbon generated by us in the course of delivering their retail projects.

By calculating the miles driven, we are able to establish the carbon footprint of each programme. We then offset double this amount to be certain that we have captured everything and ensure that each project is more than carbon neutral.

But what does this mean in real terms? Quite simply, our support helps fund tree planting around the world and global climate projects, from fuel efficient cooking stoves to onshore wind generation and more.

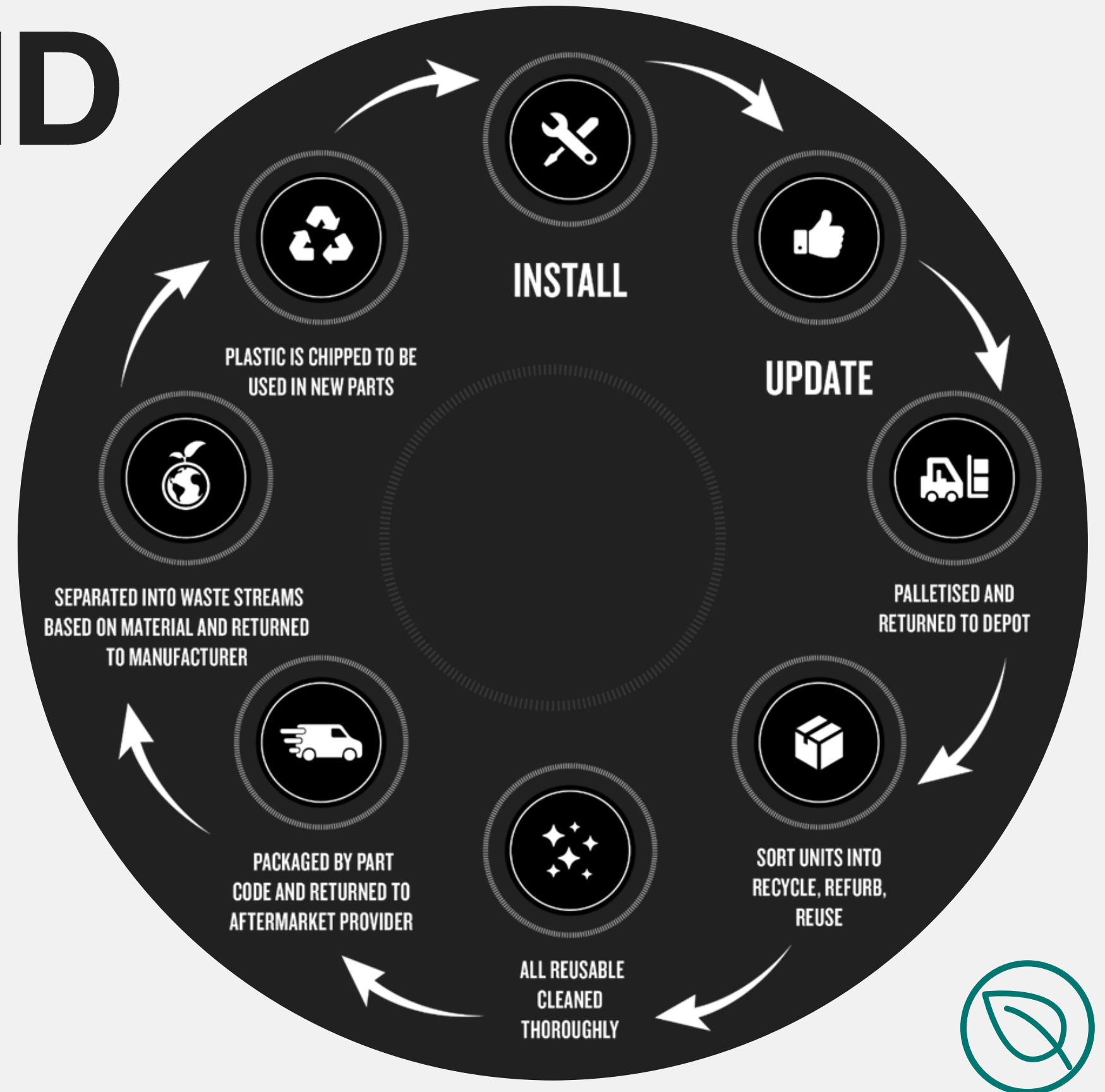
BEAUTY BRAND RECYCLING

Our Aftermarket centre is primed to deliver the full sustainability cycle by recycling all POS material removed from store.

Our biggest and most recent sustainability initiative has been our partnership with a global beauty brand to deliver their remerchandising programmes waste-free.

Following two successful trial phases, we used our learnings to hone and perfect a full quality-controlled sortation process. This enables the reuse, and refurbishment of used parts. Those that are not reusable are returned to the manufacturer, ground down and used in the manufacture of new parts.

Aftermarket is a full end-of-life solution results in a significant reduction in waste sent to landfill.



COMMUNITY

Historically, Momentum has supported one charity with a variety of fundraising activities across a year. But we believe there is more than one way to give, which is why we have evolved our methods of support. As a small business during a time of economic difficulty, the amount of help we can provide is not infinite. However, Momentum offers support to our chosen charities and the local community in way to balance a financial offering with skill and resource share. We have evolved our offering to cover:

Time | Money | Resources | Infrastructure | Expertise

01

At our Head Office in Macclesfield, we work with the local Round Table across the year, such as providing elves to help Father Christmas and collecting donations for those in need.

02

At our aftermarket site in Loughborough, we have partnered with Falcon Support Services who provide support to the homeless in Leicestershire through housing and community services, enabling them to transition out of homelessness. Momentum supports by providing stable employment with a regular income. We work closely with Falcon to identify suitable individuals and provide them with a safe work environment and the opportunity to be part of a team.

03

Nurturing future talent and providing opportunities to the next generation is important to Momentum. We are proud to work with Loughborough College as part of their Enterprise Marketplace Mentoring Team on the Champions of Enterprise programme. This programme engages with students from local schools and colleges to give them real-life experience in project management and problem solving. Momentum provides groups of students a real-world business issue and, with the support of mentors and tutors, they design a solution. Ideas are presented Dragon's Den style at an end of year showcase.



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