

# Giftpoint

## Sustainability Report 2025





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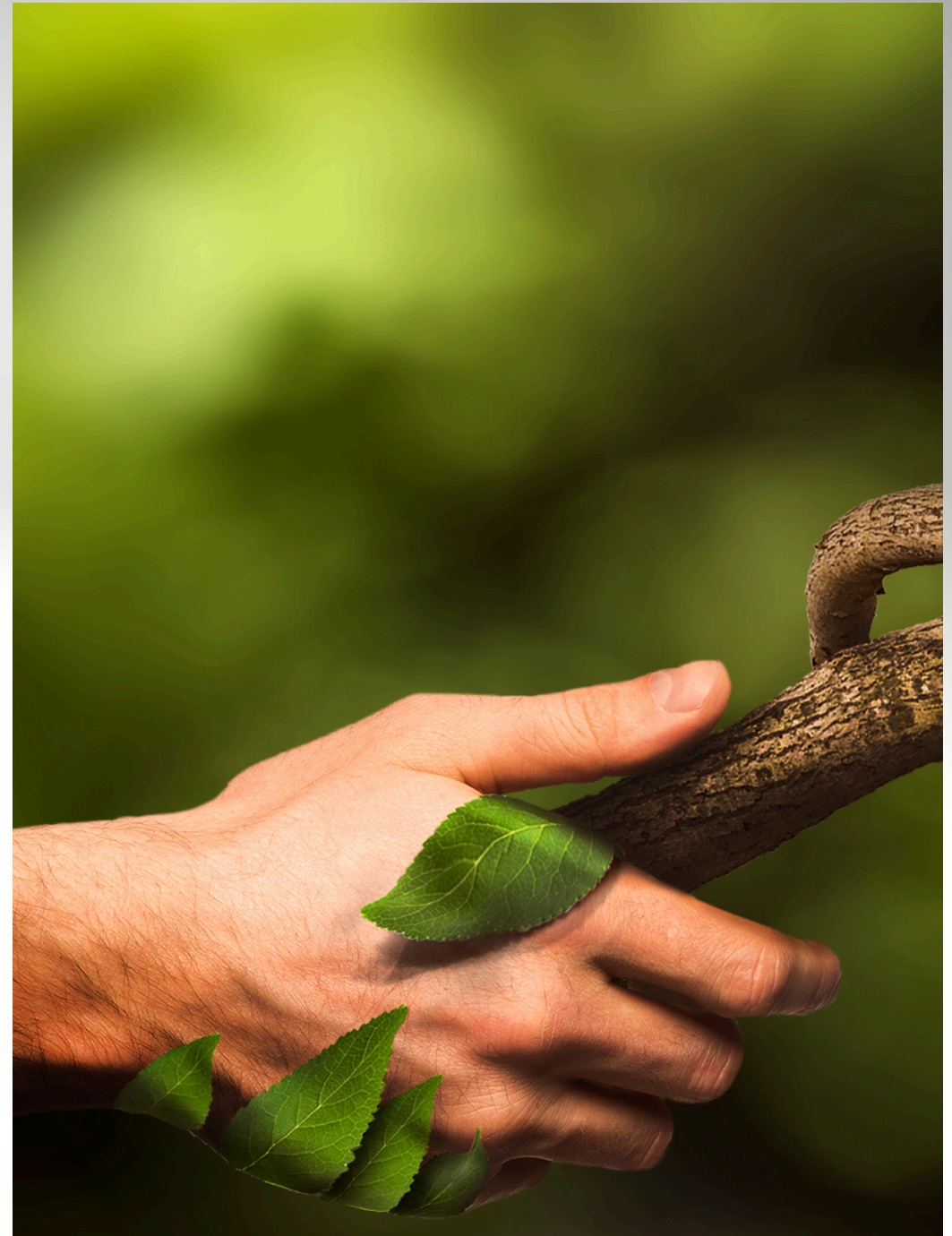
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# Introduction

Giftpoint is a specialist promotions and marketing agency, sourcing and supplying promotional merchandise and branded products globally to some of the world's largest companies for over 29 years.

We take pride in our tailored provision of every brief from fully managed corporate programmes and webstores, advertising campaigns, event marketing merchandise and end-to-end fulfilment of incentive schemes, to a bespoke branded product or gift with purchase.

At Giftpoint, our commitment to sustainability is at the core of everything we do.

This report reflects our ongoing dedication to minimising our environmental impact, fostering social responsibility, and ensuring economic viability for the long-term.

In an era where sustainability is no longer optional but imperative, we recognise our role in driving positive change and creating a better future for all.

We have made significant strides in reducing our carbon footprint, enhancing resource efficiency, and promoting ethical business practices. However, we understand that the journey towards sustainability is continuous and ever-evolving.

By transparently sharing our progress, we aim to inspire others and hold ourselves accountable to our goals. We believe that collaboration and innovation are key to overcoming global sustainability challenges. Together, we can contribute to a more sustainable and equitable world.





# Message from the CEO



”

Together, we  
can make a  
lasting,  
positive  
impact on our  
planet.

As the CEO of Giftpoint I am proud to present our 2025 Sustainability Report.

Sustainability is at the core of our mission and values. Over the past year, our team has worked tirelessly to implement initiatives that not only reduce our environmental footprint but also promote social responsibility and community engagement.

This report highlights our significant progress and outlines our goals for the future.

I extend my deepest gratitude to our dedicated employees, partners, and clients who share our vision for a sustainable future. Together, we can make a lasting, positive impact on our planet.

Sincerely, Helen Westmoreland





# Priority SDGs

As a Participant member of the UNGC, our company recognises the critical need for sustainable practices to ensure the well-being of future generations and fully supports these shared goals, taking action in key areas within our business and considering the wider implications of every decision made.

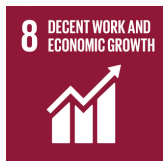
We see sustainability as fundamental to our business culture and we continue work to improve our supply chains and methods with our focus on



At Giftpoint, we prioritise the health and well-being of our employees and the communities we serve. Through wellness initiatives, and partnerships with local health organisations, we aim to promote a healthier, more vibrant workforce and community.



We are dedicated to achieving gender equality and empowering all women and girls. Our initiatives focus on creating an inclusive workplace, promoting equal opportunities, and supporting women in leadership roles. We are committed to addressing gender disparities and fostering a culture where everyone can thrive.



We are dedicated to fostering economic growth by creating quality jobs and promoting safe and inclusive work environments. Our policies support fair labour practices, employee development, and ethical business conduct, ensuring that our growth benefits all stakeholders.



Sustainable production is at the heart of our business model. We strive to minimise waste, optimise resource use, and implement circular economy principles. By doing so, we aim to reduce our environmental impact and promote responsible consumption among our clients.



In the face of climate change, we are taking decisive action to reduce our greenhouse gas emissions and enhance our resilience. Our climate strategy includes ambitious targets for carbon reduction and initiatives to engage our employees and clients in climate action.



We are committed to protecting, restoring, and promoting sustainable use of terrestrial ecosystems. Our initiatives include supporting reforestation projects and reducing deforestation in our supply chains. By focusing on sustainable land use and habitat preservation, we contribute to the health and resilience of our planet's ecosystems.



# Reporting and Accreditations



After being awarded a gold badge on our previous assessment, we are currently working towards a platinum badge following implementation of recommended improvements and feedback received.



By registering for CDP reporting, we demonstrate our commitment to environmental stewardship and gain valuable insights into our sustainability processes and practices.

In an increasingly interconnected and environmentally-conscious world, sustainability reporting has become a critical practice for organisations aiming to showcase their commitment to sustainable development and provide transparency to stakeholders about its impact on the world around it.



Our ISO 9001 system embodies our unwavering commitment to quality management and our ISO 9001 certification demonstrates our dedication to excellence and reliability in everything we do.



Our ISO 14001 system represents our steadfast commitment to environmental management and sustainability. By adhering to the this standard, we have established a framework that helps us systematically manage our environmental responsibilities.

Our certification is a testament to our dedication to sustainable practices, ensuring we not only comply with regulations but also proactively seek to minimise our ecological footprint and promote a greener future.

In support of

## WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office

As a signatory, Giftpoint proudly supports the UN Women's Empowerment Principles, committing to gender equality and the empowerment of women in our workplace and community.



As a proud participant member of the United Nations Global Compact (UNGC), we align our strategies and operations with ten universally accepted principles in the areas of human rights, labour, environment, and anti-corruption. By integrating these principles into our core values, we contribute to broader societal goals, including the Sustainable Development Goals (SDGs). Our participation in the UNGC not only reinforces our accountability and transparency but also fosters a collaborative environment where we can share best practices and drive meaningful progress in sustainability and corporate responsibility. To continue these efforts, we complete the CoP Questionnaire on an annual basis.



# Sustainability Strategy

**Our sustainability strategy is built upon three core pillars:  
Environmental Stewardship, Social Responsibility, and  
Economic Resilience.**



## **Environmental Stewardship**

Commitment to reducing carbon footprint through energy efficiency and renewable energy programmes.

Focus on waste reduction and resource conservation.

Promotion of water stewardship to ensure sustainable water use.

## **Social Responsibility**

Engaging with communities and supporting local environmental initiatives.

Ensuring employee well-being and fostering a culture of sustainability within the organisation.

Upholding ethical business practices and supporting human rights.

## **Economic Resilience**

Creating long-term value for stakeholders through sustainable business practices.

Investing in innovative technologies that promote sustainability.

Building resilience against environmental and social challenges to ensure business continuity.



# Sustainability Achievement

In line with our strategy, we are proud to have achieved the below, further strengthening our journey towards future sustainability.



The mark of  
responsible forestry

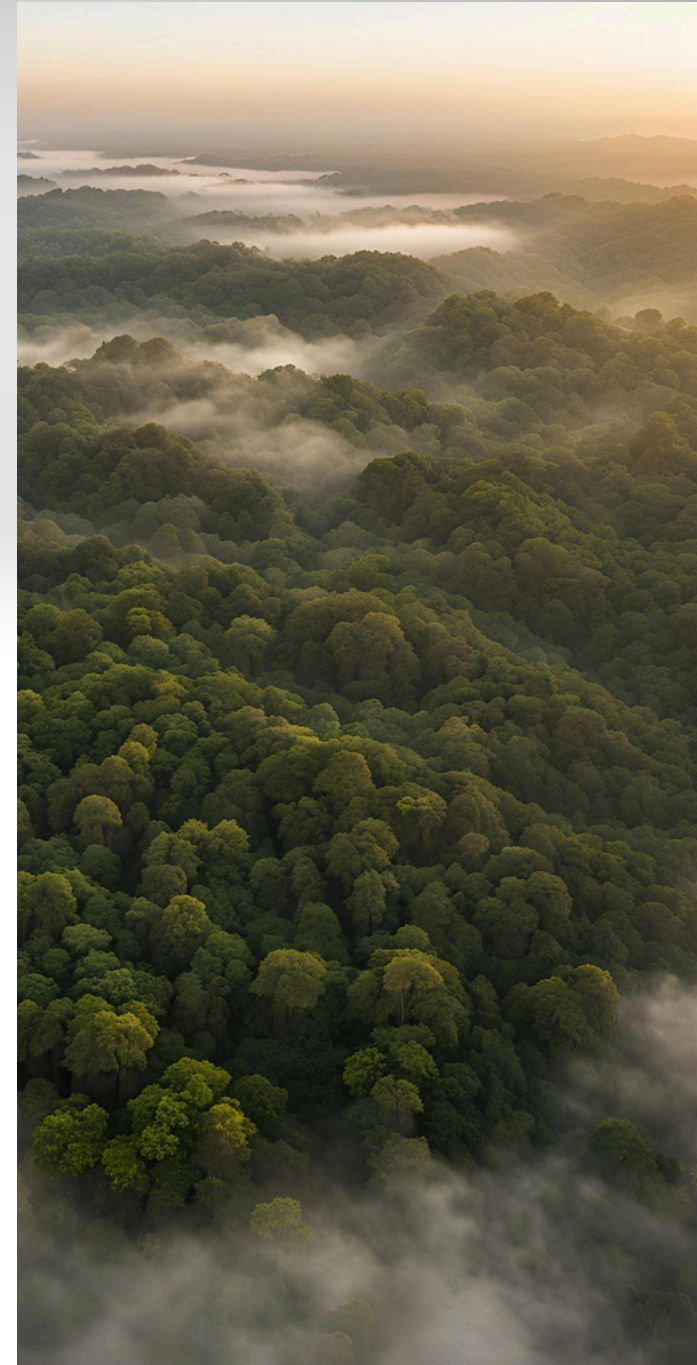
We are absolutely thrilled to announce that Giftpoint is FSC® CoC certified! (Licence Code: FSC-C210449)

The Forest Stewardship Council® is a globally recognised, non-governmental organisation dedicated to promoting environmentally responsible, socially beneficial, and economically sustainable forest management.

Achieving FSC CoC certification means that our commitment to sustainability has been independently verified and recognised.

Not only does this certification reinforce our dedication to protecting forests for future generations, but it more importantly allows us to maintain the FSC chain of custody, giving our clients confidence that our certified products truly support responsible forestry.

This is a huge milestone for us, and a very exciting start to 2025! We can't wait to continue providing sustainable solutions.





# Measuring Progress

Measuring our sustainability progress is integral to understanding our impact and continuously improving our efforts. By systematically tracking key performance indicators (KPIs) across environmental, social, and governance areas, we gain valuable insights into our achievements and identify opportunities for enhancement. This process not only ensures accountability and transparency but also empowers us to make informed decisions that drive sustainable growth. Through data collection, analysis, and reporting, we demonstrate our commitment to creating a positive and lasting impact on the planet and society.

2024 Targets	Achievements	Statistics
Reduce energy emissions by 10%	<b>Energy emissions reduced by 10.03% in 2024</b> We upgraded office radiators, installed sensor lighting and conducted employee awareness training which reduced energy consumption.	2022: 64008 kWh usage 2023: 56181 kWh usage 2024: 50568 kWh usage
Reduce landfill waste by 2%	<b>Landfill waste reduced by 1.68% in 2024</b> We reviewed our operational processes, installed more recycling points for additional materials and raised awareness which reduced our landfill waste by 1.68%. A review of processes will identify required improvement opportunities.	2022: 3.653t landfill waste 2023: 2.664t landfill waste 2024: 2.619t landfill waste
Reduce GHG Scope 1 & 2 emissions by 5%	<b>Scope 1 &amp; 2 GHG emissions were reduced by 10.29%</b> We reviewed our operational processes and delivered additional staff awareness training which reduced our scope 1 & 2 emissions by 10.29%.	2022: 13.75 tCO <sub>2</sub> e 2023: 10.98 tCO <sub>2</sub> e 2024: 9.859 tCO <sub>2</sub> e





# KPI Performance



## Baseline KPI

## What We Have Done

## Looking Forward

Source renewable energy utility contracts by 2025.

Two thirds of our electricity is renewable energy and from May 2025, 100% of our electricity will be renewable energy.

These renewable contracts will remain in place

Reduce travel emissions by 10% by 2026

Implemented remote working routines where possible.  
Implemented a Cycle to Work scheme.  
Employee rewards initiative for car pooling.

Our employee commuting baseline was established in 2023 and reduced by 7.96% in 2024.

Reduce paper usage in both site and home offices by 50% by 2024.

Removed 60 % of printers across the company and moved HR system to a cloud based service, resulting in a 70% reduction in paper usage.

We strive to achieve a 95% paperless office by the end of 2025

Reduce water consumption by 10% by 2026

Implemented an effective monitoring system alongside the installation of auto shut off taps and delivery of staff awareness training.

Water usage baseline was established in 2023/24 - to be included in 2026 reporting cycle.

1.7 %

Reduction in landfill waste

10 %

Reduction in Scope 1 & 2 emissions

10 %

Reduction in energy emissions

# Waste Management

At Giftpoint we are dedicated to sustainability and environmental responsibility. Our waste management programme is designed to minimise the ecological footprint of our promotional merchandise sourcing operations. We prioritise recycling and reusing materials, ensuring that waste is properly sorted and processed to reduce landfill impact.

Additionally, we collaborate with eco-friendly suppliers and implement practices that promote waste reduction throughout our supply chain.

By integrating these sustainable measures, we aim to contribute to a cleaner, greener future while providing high-quality promotional merchandise to our clients.



What we have done:

## Re-use

**Warehouse Materials:** Implemented systems to re-use packaging materials such as boxes and pallets for shipping and storage.

**Repair Services:** Promoted repair services for office and warehouse equipment to extend their useful life.

**Office Supplies:** Established a central supply area where employees can share and reuse office supplies like binders and stationery.

**Enhanced participation** in the company 'Sustainability Corner' initiative with the addition of themed workshops for employees.

## Prevention

**Packaging Reduction:** Worked with suppliers to minimise packaging materials and opt for bulk shipments wherever possible to reduce packaging waste in the warehouse.

**Furniture and Equipment:** Selected durable, high-quality office furniture and equipment that can be easily repaired and reused.

**Office Supplies:** Encouraged the use of digital documents and promote double-sided printing to reduce paper consumption.

## Recycling

**Recycling Stations:** Ensured the presence of sufficient clearly marked recycling stations in both the office and warehouse.

**E-Waste Recycling:** Implemented a programme for the recycling of electronic waste such as computers, printers and batteries.

**Awareness Campaigns:** Conducted staff training on how to properly sort and recycle waste.

## Employee Engagement

**Training Sessions:** Organised regular training sessions to educate employees about waste reduction techniques and the benefits of reducing waste.

**Incentive Programmes:** Offered incentives and rewards for employees who actively participate in waste reduction efforts.





## GIFTPOINT FOREST

Our forests, verdant lungs of the planet, are under threat. Deforestation, climate change, and unsustainable practices jeopardize these vital ecosystems. Forest Nation is a beacon of hope, dedicated to restoring and protecting our forests. By planting trees, raising awareness, and fostering community engagement, we can ensure a greener future for generations to come. Giftpoint continues to sequester annual emissions by planting trees in our Giftpoint Forest.



Saplings start life in a nursery growing under the care of nursery staff for 6 to 9 months before they're ready to be planted. 80% of the staff employed in the nurseries are women.





The team ensures the trees reach full maturity by monitoring for 5 years. Forest Nation also independently track progress with Satellite reports.


While saplings grow in the nursery, the land is prepared by the planting team. This includes clearing invasive weeds and shrubs, and then creating space for planting trees.




### Impact from trees planted in this forest

  
34.78  
Tons of CO<sub>2</sub>  
absorbed yearly

  
139.10  
Tons of Oxygen  
created yearly

  
56  
Work Hours  
created

  
1.39  
Hectares of  
land reforested



## Our Team

At Giftpoint, we recognise that our employees are our most valuable asset and we are committed to ensuring that our employees work in safe, healthy, and supportive environments.

In 2024, we undertook several initiatives to enhance working conditions across all our facilities. We prioritised workplace safety by implementing rigorous health and safety protocols and conducting regular training sessions. Additionally, we focused on creating a positive work environment by promoting work-life balance, offering flexible working arrangements, and providing comprehensive wellness programmes in addition to a total of 29 wellness events. Our efforts to improve working conditions are driven by our belief that a satisfied and healthy workforce is essential to achieving our sustainability goals and fostering long-term success.

### **In 2024:**

**Employee training hours were increased by 63%**

**Employee attrition rate was 9%**

**37.5% of new roles were filled internally**

**Employee sickness rate was below 1% and the LTIFR was 0%**



### **H&S Goals for 2025 include:**

- Providing additional platforms for near-miss reporting
- Further improving leadership engagement in H&S initiatives
- Maintaining 100% attendance rate for H&S training
- Increasing the reporting of near-misses by 50%
- Reducing LTIR by 10% in 2025

### **Career Development Goals for 2025 include:**

Committing to developing employees career progression by delivering internal training and funding external training.

Increasing employee training hours by 10% in 2025

### **Working Conditions Goals for 2025 include:**

Committing to providing good working conditions for all employees by ensuring fair wages and working hours, effective benefits packages and support to achieve good work/life balance.

Maintaining employee attrition rate below 10%



## Joining Together

Giftpoint team bonding, recognition and charity events have been nothing short of spectacular!

We have enjoyed a variety of activities and wellbeing events that have brought us closer together and celebrated our collective achievements. From exhilarating outdoor adventures to creative workshops and clubs, each event has been designed to foster collaboration, boost morale, and recognise the hard work and dedication of our team members.

Highlights include our annual wreath making, mud runs and 5k colour runs, book club meets and our monthly Giftpoint Guru Awards, where outstanding contributions were celebrated with team rewards and personal speeches from the Directors.

These events have not only strengthened our bonds but also reinforced our collaborative commitment to providing our clients with excellence in the world of promotional merchandise.



It was such an honour to represent [Combat Stress](#), an incredible charity that focuses on the mental health of veterans and their aftercare. The money raised will go toward intense, life-changing, and even life-saving work, and I'm so proud to have been a small part of it.



At Giftpoint, we believe in the power of teamwork and the importance of recognising and acknowledging outstanding efforts and contributions within the business. Our 'Giftpoint Gurus' for the month of April was awarded to our Warehouse team, for their unparalleled dedication and hard work.

Our warehouse team members continuously go above and beyond to ensure that our operations run smoothly, organising inventory and ensuring timely shipments and it's what really sets us apart in the industry.

To our warehouse team; thank you for your tireless efforts, your unwavering dedication, and your relentless pursuit of excellence, we are incredibly grateful for everything that you do.



**COMBAT  
STRESS**  
FOR VETERANS' MENTAL HEALTH





In 2024, Giftpoint made significant strides in advancing our Diversity, Equity, and Inclusion (DEI) initiatives. Our recruitment strategies were enhanced to encourage a diverse talent pool and we launched several key programmes aimed at fostering a more inclusive workplace, including unconscious bias training for all employees and cultural learning lunches.

Additionally, we implemented a comprehensive DEI policy that outlines our commitment to creating an equitable environment where every employee feels valued and respected. These efforts have not only enriched our company culture but have also driven innovation and collaboration, reinforcing our dedication to building a diverse and inclusive workforce.

## 2025 Diversity, Equity and Inclusion Goals

Commit to enhancing cultural competence

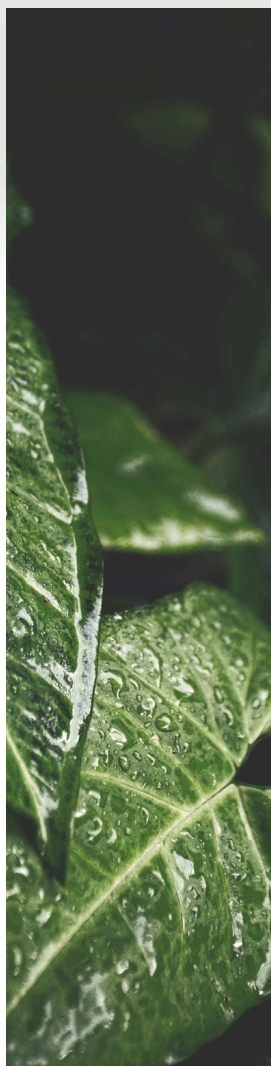
Increase unconscious bias awareness

Achieve 100% attendance to DEI training in 2025

Review pay equity

Promote inclusive leadership

At Giftpoint, we believe that conversations around diversity, equality, and inclusion should be as continuous and dynamic as the colours we wear. Every day presents an opportunity to express our true selves, show solidarity, and keep the dialogue around LGBTQ+ rights and visibility ongoing - long may colour in the office continue.



To celebrate 'International Women's Day' our founder, and Managing Director [Helen Westmoreland](#) is at the 'Surrey Leading Women in Business' event today with our Director, [Jenny Tatner](#) to meet lots of other successful women in business.

We love that [#internationalwomensday](#) gives everyone an excuse for fantastic events like this.





# Supplier Engagement

In the dynamic world of promotional merchandise, the success of our business hinges on the strength and reliability of our suppliers.

These partners are the backbone of our operations, providing the high-quality products that enable us to meet the diverse needs of our clients.

From innovative designs to timely deliveries, our suppliers ensure that we can offer exceptional value and maintain our reputation for excellence.

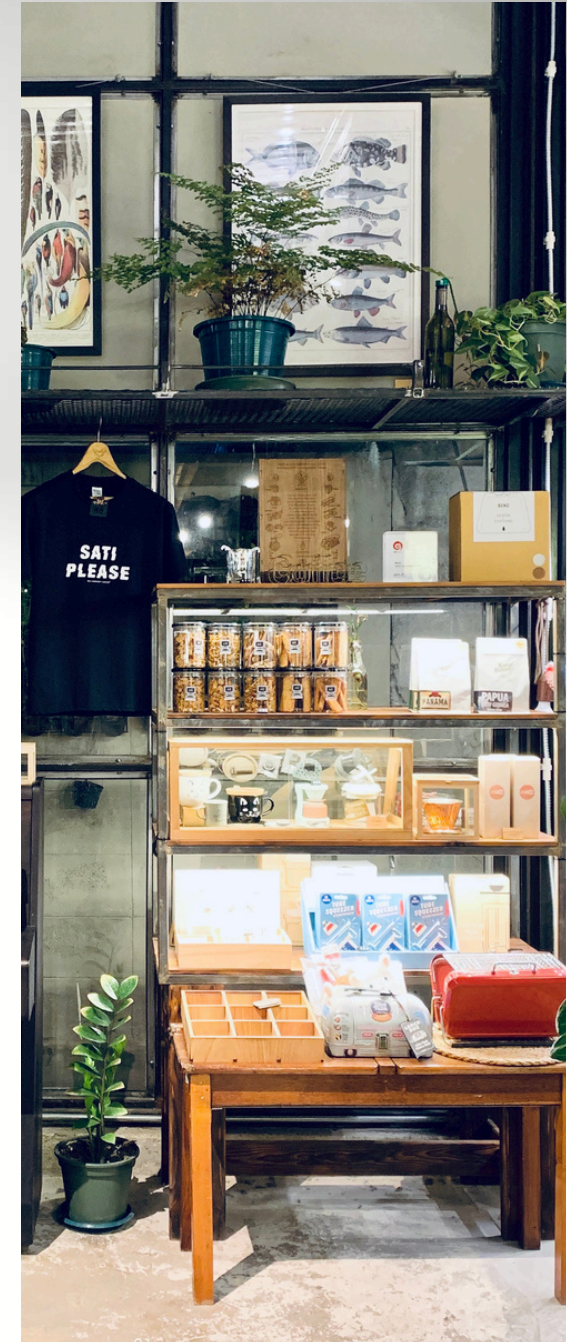
Moreover, the sustainability values upheld by our suppliers are crucial to our business ethos. By prioritising environmentally friendly practices and ethical sourcing, our suppliers help us minimise our ecological footprint and promote a more sustainable future.

Their commitment to sustainability not only has to align with our corporate values but also resonate with our clients, who increasingly seek eco-conscious solutions.

In order to maintain our ability to deliver products that are both high-quality and environmentally responsible, all our suppliers are assessed to ensure requirements are met in the following key areas:

1. Environmental Impact.
2. Sustainability Certifications.
3. Resource Efficiency.
4. Social Responsibility
5. Ethical Sourcing.
6. Governance and Compliance.
7. Innovation in Sustainability.
8. Risk Management.

As we continue to expand and evolve, the importance of our suppliers remains paramount, underscoring their integral role in our journey towards sustained success.





# Looking Forward

At Giftpoint, we are proud to source promotional merchandise that resonates with our clients and their audiences.

As we continue on our sustainability journey, we recognise that we are still in the relative early stages of this important endeavour, however, we are committed to making meaningful strides towards a more sustainable future.

Our vision for sustainability is ambitious, and we understand that achieving it will require collaboration and dedication.

**Suppliers:** We will be working closely with suppliers who share our commitment to sustainability, ensuring that the materials and processes used in our merchandise choices are environmentally responsible.

**Stakeholders:** We believe that our journey towards sustainability is a collective effort. We will actively engage with our stakeholders, including clients, employees, and community members, to gather insights and foster a culture of sustainability.

**We will be Innovating and Improving:** Sustainability is an evolving field, and we are dedicated to staying at the forefront of new developments. We will continuously seek out innovative solutions and improve our practices to reduce our environmental footprint.

**Transparency and Accountability:** We will maintain transparency in our sustainability efforts, regularly sharing our progress and challenges. Accountability is key to our success, and we will hold ourselves to high standards as we strive to make a positive impact.







## Next Steps

As we look ahead, Giftpoint remains steadfast in our commitment to advancing our sustainability initiatives. Our next steps will build upon the significant progress we have already achieved, focusing on deepening our efforts to reduce our environmental footprint, enhance resource efficiency, and promote social responsibility. We will continue to foster collaboration with stakeholders and implement robust strategies that drive sustainable growth. By setting ambitious targets and continuously monitoring our performance, we aim to make meaningful contributions to a more sustainable future, ensuring that our operations not only meet but exceed the highest standards of environmental stewardship and corporate responsibility.

(Full CSR Report available on the Giftpoint website)

### GHG EMISSIONS GOALS

#### Absolute reduction targets for 2025:

GHG Scope 1: 30% reduction by 2026 from 2023 baseline.

GHG Scope 2: 30% reduction by 2026 from 2022 baseline.

### ADDITIONAL MONITORING & IMPROVED REPORTING

By implementing additional metrics monitoring measures, we can gain a more comprehensive understanding of our sustainability performance, identify opportunities for improvement, and enhance our overall ESG impact. Improving our sustainability reporting involves enhancing transparency, accuracy, and engagement with stakeholders using adopted recognised frameworks. The addition of GHG Scope 3 upstream and downstream emissions tracking will be our focus for this year.

### SUSTAINABILITY INITIATIVES

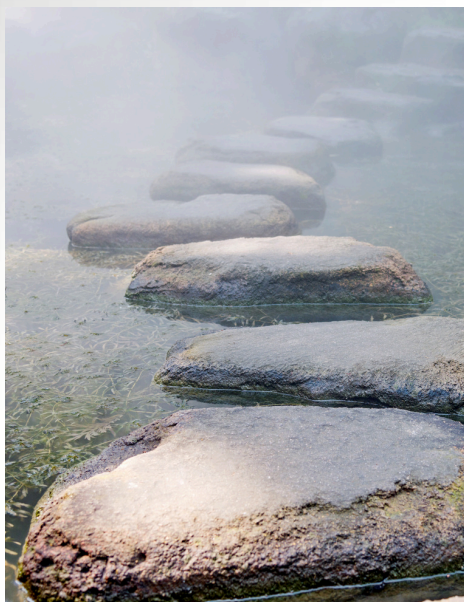
We will be exploring additional sustainability opportunities and initiatives to increase our contribution and further our sustainability goals.

### STAKEHOLDER ENGAGEMENT

By improving our stakeholder feedback mechanisms, we can increase our stakeholder engagement to obtain a wider view and identify areas for improvement and future collaboration.

### SOCIAL ENGAGEMENT

We aim to enhance our social engagement by continuing our active collaboration with local businesses to drive community based events and by implementing a formal volunteering programme to support employees in their participation in local projects.



# Giftpoint Code of Conduct

## Ethical Conduct

Giftpoint shall hold their own Ethical Conduct Policy in addition to complying with all laws applicable to their business and adhering to the points below.

## Health & Safety

Giftpoint shall strive to implement the standards of health and safety at a high level throughout the company. We will provide a work environment that is safe and meets all applicable regulations to safeguard workers and third parties, prevent accidents, injuries and work-related illnesses. We will carry our regular risk assessments in all areas and hold records of the subsequent control measures implemented. These will be reviewed on a regular basis. All workers will receive health and safety training with the additional provision of updates as required.

## Human Rights and Fair Labour

**Forced labour** – Giftpoint will not use or permit any form of forced, bonded or indentured labour. All work must be voluntary, and all employees will be free to terminate their employment at any time. We will not hold employees' identity, immigration or work permit documents longer than reasonably necessary for administrative processing. We will not require employees to pay recruitment fees or other fees for their employment, either directly or through third parties. Giftpoint shall be responsible for payment of all fees and expenses relating to employees where legally required. As part of the hiring process, we provide every employee with a written agreement describing the worker's terms of employment including clearly defined disciplinary policies and procedures.

**Child labour** – Giftpoint does not use child labour. 'Child' means any person under age 15, under the age for completing compulsory education or under the minimum age for employment in the country, whichever is the greatest. Workers under the age of 18 will not perform work that is likely to jeopardise their health or safety, including night shifts and overtime. Giftpoint may use legitimate and properly managed apprenticeship/internship programmes. Unless otherwise stated in local law, Giftpoint will pay student workers and apprentices at least the same wage rates as other entry-level workers performing equal or similar tasks.

**Wages and working hours** – Giftpoint complies with all applicable laws and mandatory industry standards regarding working hours, wages, overtime and associated benefits. Workers are paid in a timely manner and except in emergency or unusual situations, workweeks do not exceed 60 hours per week (including overtime) or, if less, the maximum set by local law. Workers are allowed at least one day off every seven days.

**Freedom of association and collective bargaining** - Employees are permitted to associate freely, bargain collectively and seek representation in accordance with local laws. We permit employees to, in accordance with applicable laws, openly communicate and share grievances with management about working conditions without fear of reprisal or harassment.

**Fair Treatment, non-discrimination, diversity and inclusion** – Giftpoint promotes an inclusive work environment that values the diversity of its workers and will not discriminate or tolerate discrimination with respect to gender, race, religion, disability, age, sexual orientation or any other characteristic protected by law. We do not permit harassment, abuse or inhumane treatment.

## Data Privacy

Giftpoint adheres to relevant data protection laws and regulations when data is obtained, processed, transmitted or used and shall not disclose any data that is not known to the general public. We effectively manage the retention, maintenance, access, and disclosure of all confidential information in accordance with current legislation.

## Anti-Corruption and Bribery

Giftpoint complies with all anti-bribery and anti-corruption laws, regulations and standards applicable to our company. We do not tolerate, permit, or engage in any form of corruption, extortion, or bribery either directly or indirectly.

## Conflicts of Interest

Giftpoint will disclose any potential or actual conflicts of interest to maintain transparency and effective working relationships.

## Fair Dealing

Giftpoint will comply with all applicable anti-trust and competition laws and remain ethical in our activities.

## Environment

Giftpoint adopts a proactive approach towards minimising environmental impacts and is able to demonstrate environmental management to ISO 14001 standards. We have systems in place to actively reduce discharge and use of products harmful to the environment, consumption of materials, greenhouse gas emissions, waste volumes, energy and water consumption. Giftpoint acts in full compliance with all applicable environmental laws and requirements. Giftpoint actively encourages the use of the BCorp Impact Tool and the Sedex Self-Assessment Questionnaire as valuable external resources in the assessment of programmes.

## Business Continuity Planning

Giftpoint plans for any disruptions to business activities and holds a Business Continuity Plan to demonstrate how employees, data and the environment will be protected in the event of a disaster such as pandemics or illness, software viruses, terrorism and natural disasters.



# Conclusion

Giftpoint remains deeply committed to advancing our sustainability journey. Over the past 3 years, we have made significant strides in reducing our environmental impact, enhancing resource efficiency, and fostering social responsibility. We recognise that sustainability is a continuous journey, and we are in the infancy of our journey but we are dedicated to setting ambitious targets, implementing effective strategies, and transparently reporting our progress. By integrating sustainability into the core of our operations, we aim to contribute positively to the environment, society, and the economy, ensuring a better future for all. We thank our stakeholders for their unwavering support and look forward to achieving even greater milestones together in the years to come.



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*We thank you for your continued support in our efforts to contribute to the SDGs.*