

BIRKDALE

Sustainability the Birkdale Way

Our Sustainability Commitment

To us, considering sustainability is a natural part of being a successful business. We always strive to act in an ethical, transparent and responsible way. The Birkdale Sustainability Commitment ([hyperlink](#)) explains why we think this is so important. This accompanying Sustainability Strategy outlines how we bring this to life in practice.

Sustainability extends beyond our environmental goals to encompass all aspects of how we operate as a company. Our aim is to offer a positive experience to all who interact with us, including our staff, or customers and our suppliers.

We firmly believe that change starts at home. That's why we will be letting you know how we are getting on with our own sustainability targets. And how we can help you to do the same.

Our Goals

We measure our success in terms of how we prosper as a business, whilst impacting people and the planet for the better. We refer to these as 'people, planet and prosperity'.

To make sure our actions match our goals, we have identified six priority themes within this framework, called our Sustainability Goal Posts. Each of these goal posts features performance targets that we have committed to working towards, and on which we will publicly report.

Sustainability Goal Posts

1. Tackling climate change
2. Responsible production and consumption
3. Helping our workforce flourish
4. Supporting positive partnerships
5. Making conscious choices
6. Transparency and integrity

1) Tackling climate change

Climate change is one of the biggest challenges to our planet¹. We want to use our influence to be part of the solution.

We are working to become net zero by 2050. What this means is that we will innovate to reduce the amount of carbon emissions we release into the atmosphere from our activities where we can in the first instance. This will help make us stronger and more resilient in the future for those who need us.

¹ The World Economic Forum's Global Risk Matrix has listed Climate Failure within the top two risks facing the world since 2019

Birkdale Sales

Granville House
The Heights Business Park
Ibstone Road, Stokenchurch
High Wycombe HP14 3BG
Telephone: 0345 450 9000

Fax: 0345 450 9085

Email: mail@birkdalesales.com

Web: www.birkdalesales.com

Incorporated in England No. 5547795

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Target 1:
We will calculate our baseline carbon footprint by the end of 2021 (scope 1 and 2 emissions)

Target 2:
We will use science-based targets to develop an action plan (with interim targets) by end 2022, to achieve net zero by 2050

2) Responsible production and consumption

Our earth has limited natural resources. Currently, the human demand for these outstrips what the earth can successfully regenerate in the same period. We want to embrace a circular economy way of doing things - that is, designing out waste and pollution in our products and how we work. And where we do source raw materials, we seek those with verified sustainable credentials (such as FSC timber).



Target 3:
We will use a third-party expert to undertake a total life cycle assessment of our DuraPost product, and act on the findings to reduce its environmental impact

Target 4:
We will undertake a full assessment of the materials we use in our operations and products by end 2021, from which we can set further improvement targets

Target 5:
We will work with our suppliers to ensure a minimum level of 30% recycled content in our single use plastic packaging and seek alternative sustainable solutions where possible

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3. Helping our workforce flourish

We know that our people are key to our success, and that to thrive as a whole relies on allowing people to thrive as individuals.

Protecting health and wellbeing requires maintaining a safe and secure working environment. It also means allowing people the opportunity to develop and to expand their capabilities and realise their potential. We encourage a culture of learning and curiosity as this helps lead to innovation, which benefits everyone.

We also understand that in diversity lies strength and there is no place for discrimination or bullying in the Birkdale family. We insist on promoting dignity and respect for all.

Target 6:

We will introduce a personal development target into the annual appraisals of all employees (or make available a suite of training materials and actively promote them to employees)

4) Supporting positive partnerships

Our suppliers are critical to our success. On the one hand, we need assurance that environmental and social standards such as decent working conditions are being upheld by organisations with whom we partner. On the other hand, some suppliers have innovative solutions to sustainability issues from which we hope to learn.

Either way, strong, collaborative partnerships are key to helping share good sustainability practices. These have the potential to allow us to create positive change beyond our company alone and into the wider industry.

Target 7: We will develop a supplier code of conduct and distribute this to all tier 1 suppliers by end 2022, and factor this into decisions made about working with future suppliers

Target 8: We will explore the best way in which to gain social and environmental data from tier 2 suppliers and put plans in place to complete this data collection by end 2021

Target 9: We will identify at least one supplier with whom to collaborate to capacity build their own response to sustainability issues

[2https://www.overshootday.org](https://www.overshootday.org)

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5) Making conscious choices

We want the Birkdale Way to be synonymous with a sustainable way in all decisions across the business. Our policies are only as effective as the degree to which they are brought alive by our employees, and applied in the wider community. After all, we hear time after time how customers, suppliers and employees are all motivated to support purpose-led organisations.

Target 10:

We will engage all employees through sustainability workshops by end 2022, actively encouraging their participation to shape our work and equipping them to be sustainability ambassadors

Target 11:

We will appoint a Board level sustainability champion and identify how we can best have regular sustainability conversations with our key stakeholders by end 2021

Target 12: We will continue our commitment to supporting and funding organisations and charities that are close to the heart of Birkdale and our employees

6) Transparency and integrity

Our customers place their trust in us to provide high-quality products that help them get the job done. Our suppliers trust us to work with them in a professional and courteous manner. We want everyone we come into contact with to trust that behind the scenes our commitment to sustainability is infused in all we do, although at times it can be a difficult journey to take. We will share our progress via annual reporting and explore collaborations with those who want to experience the journey with us.

Target 13:

We will undertake a sustainability materiality assessment every two years, informed by stakeholder engagement, and publish the resulting materiality matrix

Target 14:

We will ensure that all necessary data collection systems are mapped and put in place to ensure sustainability performance data is effectively gathered and used from 2022 onwards

Signed: *Ed Harvey*

Position: Group Marketing Director, Birkdale Sales

Date: 15th July 2021

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