

Corporate social responsibility policy.

For the good of the World.





Contents.

- Introduction
- Environmental Responsibility
- Ethical Responsibility
- Philanthropic Responsibility
- Economic Responsibility
- Conclusion



Who we are and what we do.

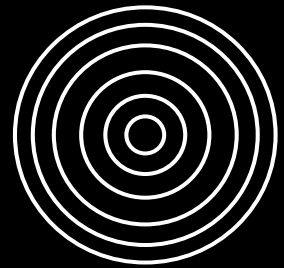
AVCOM are a Premium Event Production Agency, and we make event experiences happen. All from under one roof we offer a full suite of event production services covering:

- **Design**
- **Production**
- **Video**
- **Technical Production**
- **AV Services**

We are design-led production, fuelled with the latest innovative technology, delivered by our highly trained and skilled specialists – the AVCOM Ninjas.

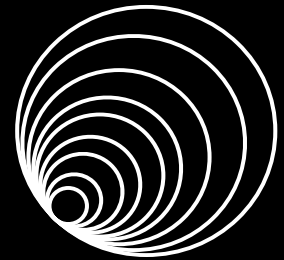
Our internal goals is to position AVCOM as leaders within the event production industry by adding value for our clients, producing end to end event experiences, utilising our five key departments and our superpower, which is our people. All of which is achieved while integrating our CSR policies.

Our core values



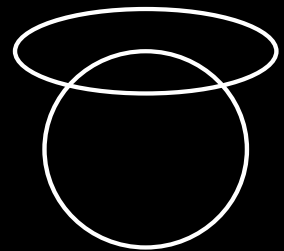
Professional

Our focus on quality enhances your brand and vision



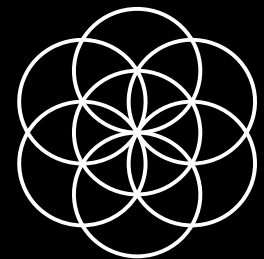
Ambitious

We have a strong desire and determination to succeed



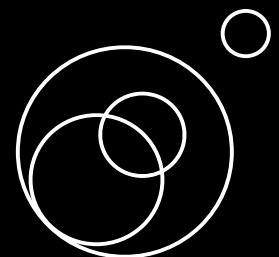
Integrity

We are honest, respectful, and reliable



Wellbeing

We look after our people - they look after each other



Innovative

We are experts that deliver creative, sustainable solutions

What is Corporate Social Responsibility?

Corporate Social Responsibility (CSR) means organisations taking responsibility for their impact on society and the environment. Their CSR policies integrate societal and environmental concerns into the business plan and operations to empower staff, volunteers and partners to work jointly towards these goals.

AVCOM's Corporate Social Responsibility Policy & Purpose

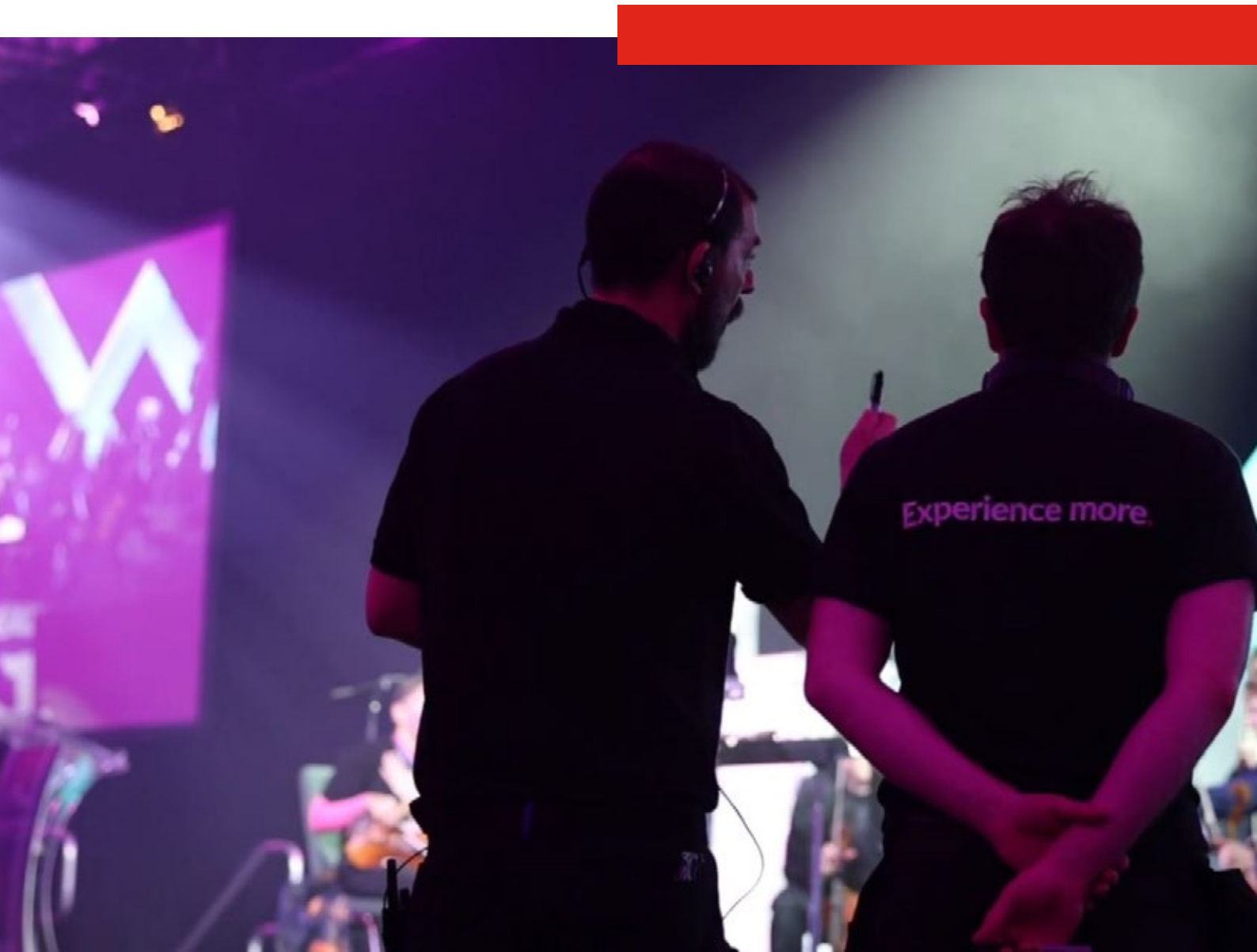
Our CSR company policy refers to our responsibility towards our environment. Our company's existence is not lonely, it's part of a larger value system of people, values, other organisations and nature. The social responsibility of our business is to give back to the world just as it gives to us.

Scope

This policy applies to our company and may also refer to our suppliers and partners.

Policy Elements

We want to be a responsible business that meets the highest standards of ethics and professionalism. Our company's social responsibility falls under two categories: compliance and proactiveness. Compliance refers to our company's commitment to legality and proactiveness is every initiative to promote human rights, help communities and protect our environment.



Compliance

Our company will:

- Respect the Law.
- Honour its internal policies.
- Ensure that all its business activities are legitimate.
- Keep every partnership and collaboration open and transparent.

Business Ethics

Our company will promote:

- Safety and fair dealing.
- Respect towards the client.
- Anti-bribery and anti-corruption practices.



Apart from legal obligations, our company will proactively protect the environment.

We are reducing carbon footprints.

We highlight our policies in place to manage and minimise the environmental impact of services in the events industry and how we would endeavour to implement best practices, where possible. These may include (but are not limited to):

- Promoting efficient energy management and utilisation
- Managing waste and recycling initiatives
- Monitoring natural resources, such as water
- Sourcing sustainable products
- Avoidance of harmful substances



We organise our services in such a way as to prevent pollution and to minimise any impact on the environment. We accept our responsibility to behave environmentally friendly and will try to preserve the earth's resources for future generations. We will, where possible, use renewable resources, recycle products and reduce unnecessary energy consumption.

We commit to an ethical, environmental policy and will, therefore, follow the principles of Reduce, Reuse and Recycle. In accomplishing this, we will:

- Comply with all international, national and local legislation, codes of practice and international treaties.
- Ensure that our work activities do not create unacceptable risks to others or the environment.
- Assess the waste generated by our operations, including any discharges to the atmosphere and into the water system.
- Ensure that our waste is disposed of safely using reputable licensed waste disposal companies.
- The company will reclaim, recycle and reuse as much waste it generates as practicable.

A conscientious effort and commitment to excellence from all our team can achieve our goal of a less hazardous environment. To achieve this, we assess our proposed services' likely environmental effects before starting any contract. In addition, we inform all our team and associates of the salient points relevant to their roles and are instructed to their specific duties.



AVCOM's recent go green initiatives.



Litter and Waste

We have adopted the principles of Reduce, Reuse and Recycle. We operate a minimal printing policy in-house, and all our teams use digital devices where possible when notetaking and scheduling. We encourage all our teams and partners to implement a “no single-use materials” policy. We have reduced the use of consumables and single-use products. We keep cups and reusable bottles for all of our team. Our headquarters and warehouse have recycling and compost bins. We also have a dedicated WEE electrical recycling facility in-house.

Promoting Sustainable Event Products & Solutions

AVCOM continuously educate and promote our clients on more sustainable solutions for their events by replacing single use solutions with variable or digital alternatives.

Sustainability at events

For events, we source suppliers such as Vinehall Displays with sustainable policies and recognise the importance of using local producers. Our print partners use nontoxic inks on all exhibition/event graphics. Where applicable, we use low-power consumption lighting and screens and reusable scenery pieces.

Energy

We have upgraded our warehouse and office lighting system to LED technology. We have installed A-rate bulbs in all of our offices and warehouses. We always use CFL bulbs and buy A-rated appliances.

Modular Systems

We are the exclusive stockist of ATOMIC modular systems. This unique modular system is made from recycled materials and can be reused and repurposed show after show. In addition, due to its unique building system, it can be transported easily, saving space, transport costs and emissions.

Alternative Transport Methods

In 2019, we took our first steps to have a sustainable van fleet by installing three charging points on site. Since introducing these charging points, seven staff have converted from petrol/diesel cars to electric or plug-in hybrid models. We were the first in our industry to take the leap to electric fleet vans and continue to do so. In addition, we encourage bike to work scheme and offer tax savers on public transport and Bike to work scheme for our employees.

Looking after our team.

Recruitment

AVCOM aims to provide efficient quality services to all its customers and believes the success of this aim is dependant on the staff who work with it. Accordingly, our company is committed to recruiting the right people into the right job at the right time in a fair and consistent manner. We undertake to ensure all appointments and promotions are made based on clear and justifiable job-related criteria. In accordance with our equal opportunity policy, the company aims to recruit the best person for the job irrespective of colour, race, ethnic or national origin, sex, marital status, physical or sensory disability.

Personnel Policy

We encourage all our team to discuss openly any questions or issues that may have with their Team Leader. Our "open door policy" ensures that all team members have access to their Team Leader who is the first port of call regarding any issues. The most valuable resource of the company is the team. We aim to fulfil our legal requirements as an employer and be a model of good employment practice. Every team member has a vital role to play in furthering these aims. AVCOM aims to give our team clarity around their role appropriate and clear reporting relationships and reasonable responsibility and authority. We seek to maintain good communication with all team members and is responsive to the wellbeing of each team member.

Wellbeing

AVCOM actively promotes mental and body well-being to all of our teams. We work in high-pressure environments, and we ensure a duty of care to our teams. We always provide enough breaks between working shifts and have a 10-hour day limit. In 2020, we were accredited by the SFA and presented with the Company Wellbeing Award.

We deliver many team initiatives throughout the year to promote well-being.

- Our Move More Campaign has a different approach each month, but our internal well-being team proposes new & exciting ways to help our teams keep moving with a healthy body and mind.
- We have daily fruit baskets full of healthy and delicious fruit.
- Outdoor Garden Space – designed and maintained by the team.
- Employee Assistance Programme in association with company-paid Health Insurance provider Laya Healthcare.
- Each year, we participate in many additional charity initiatives, including – a group 5k run, Darkness into Light and also Paul, our MD, did an abseil for DePaul (our charity partner in 2022).





Continuous Professional Development

We provide a range of learning and development opportunities to all the team which link to our company development strategy. We invest 3% of our annual turnover in our staff training and development budget. Through Action Coach we offer coaching and mentoring to our managers. They are helping us adapt the Entrepreneurial Operation System to improve how we control our business. It focuses on the following:

- The Vision Component – do they see what you are saying
- The People Component – surround yourself with good people.
- The Data Component – safety in numbers
- The Issues Component – decide
- The Process Component – finding your way
- The Traction Component – from Luftmensch to Action

We also provide our managers with access to the Stimson Group's global mentor programme for event management professionals. In 2021 we established an innovation team with representation from the sales, creative, operations and technology departments. It presents to the board on "experiential innovations" with a focus on being leaders in the field of creative and technical production. If the board approve, we allocate a budget for the relevant testing.

Looking after the future of our industry

- College Work Placement Programs – AVCOM continually engage with local colleges and universities to offer work placements to students that show an interest in the event industry, event technologies, creative design and generic business skills. This is an initiative that we are very passionate about as it promotes the industry as a viable career opportunity for graduates and gives them skills that can be transferrable across all businesses and industries.
- We have a long history of placing national and international students on work placements and have a high success rate of offering these students a part time or full-time contract once they have completed their course program.
- In 2023, we have successfully placed four students across technical, design and marketing positions.

Looking after our Customers

Our purpose is for our clients and their audiences to Experience More. As our clients trusted partner, we give them more time to realise their vision and focus on their end results. We achieve this through collaboration and transparency, using refined processes and organisational agility with minimum financial exposure. This is achieved by our highly trained AVCOM Ninjas that deliver best-in-class sustainable experiences, while being exemplars of health, safety, and innovation.



Supplier Standards

AVCOM is committed to promoting sustainable practices in the events industry. Our Supplier Code of Conduct (SCC) sets our minimum expectations for the practices of our suppliers set while working for our company and our clients. We shall apply this code of conduct as one of our criteria used in the selection of business partners and suppliers and strongly encourage that suppliers and their subcontractors follow and support this code.

The 12 codes of conduct are as follows:

- 01.** Legal Requirements
- 02.** Intellectual Property, Confidentiality and Data Privacy
- 03.** Health & Safety
- 04.** Environmental Commitment
- 05.** Sustainable Product Development
- 06.** Communication
- 07.** Ethical Requirements
- 08.** Child and Forced Labour
- 09.** Disciplinary Practices
- 10.** Salaries and Benefits
- 11.** Discrimination
- 12.** Non-compliance

AVCOM's philanthropic responsibility to our goals and objectives for actively bettering the events industry and society is a huge part of our everyday lives. There are several ways in which we incorporate our philanthropic objectives into schemes that involve both the business, while engaging the team.

Supporting the improvement of our industry.



Our leader, Paul Murphy, is currently and had been involved in numerous organisations that try and build, develop and make sustainable the events industry for the greater good of the events industry, the Irish Economy and the people working in the industry or exploring the industry as a career of choice. Paul currently sits on the following committees.

- Event Suppliers Ireland
- IBEC Experience Economy
- Sustainable Event Industry Knowledge (SEIK) TU Dublin

Paul is also head coach of his local Under 12s Football Team, Firhouse Carmels, taking this group of boys and girls from 6-year-olds in the club's academy through to league level at their age group and supporting the club's annual Mini World Cup and Easter and Summer camps.

Our Head of Business Development & Marketing, Olivia Breene, is currently a Board member of the

Meeting Professional International UK & Ireland chapter.

She offers her and AVCOM resources to support this organisation to ensure we deliver meetings and events that matter. Her success at this role is leading to a new position of Vice President of Communications, Strategy & Events commencing in July 2023. Olivia also sits on the European Chapters Leaders Programme where she and other Meeting & Event Leaders work together to create a better future for the Meeting & Events Industry.

Olivia is also on the Executive Board of FAI Maree Oranmore Football Club where she actively supports the acquisition and empowerment of Women in the Sport. She offers her time to promote club events and works on strategy for the overall future of the club within the community. Olivia is also the Girl's Academy Co-Ordinator and has recently completed PDP1 & PDP2 accreditation from the FAI.

Annual charity partners.

Every year, we collaborate with our team, to choose a charity partner or two to support throughout the year in the form of sponsored events, video production or graphic/animation design. Past charities supported are:

- Irish Cancer Society (numerous occasions)
- Down Syndrome Centre
- Focus Ireland (numerous occasions)
- DePaul
- The Salvation Army
- The Wheel

Currently, in 2023, our chosen charity is the Irish Guide Dogs. Our collaboration is being launched in April with initiatives such as fundraising, volunteering and producing a new corporate video for this special charity.

Fundraising & Volunteering

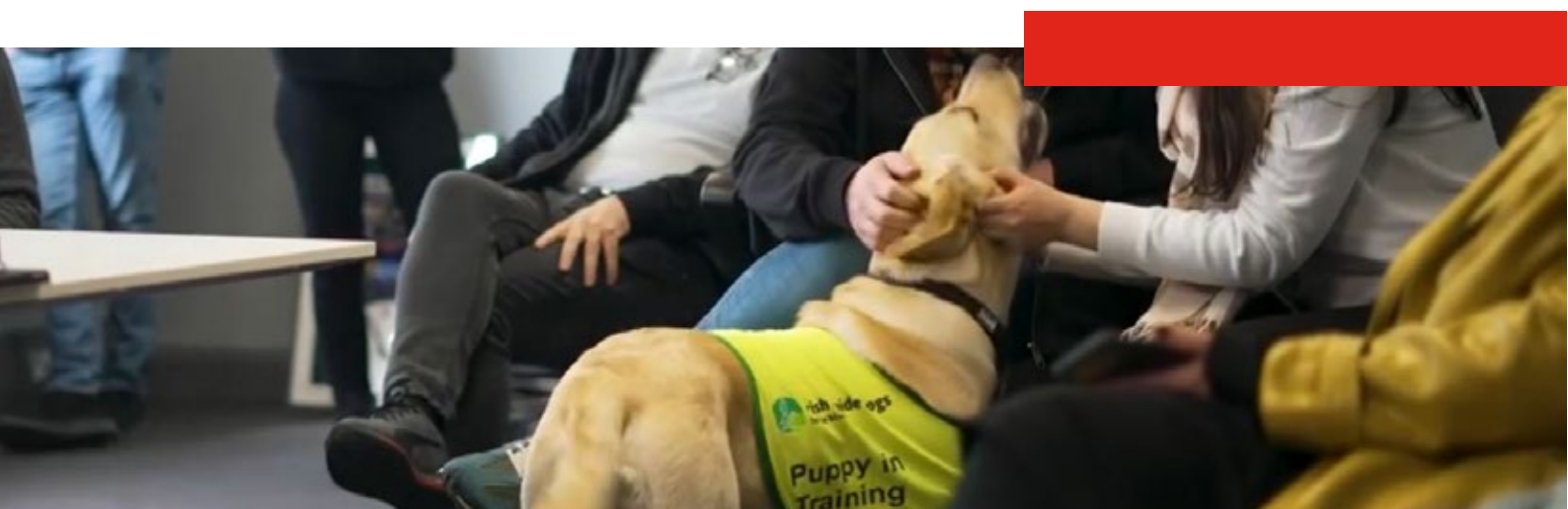
Fundraising and volunteering are at the heart of business life in AVCOM. Over the years we have done various initiatives, both driven by our business leaders and team suggestions that include cake sales, charity runs, sports club coaching and special one-off events such as abseiling off the roof of Croke Park for the DePaul charity.

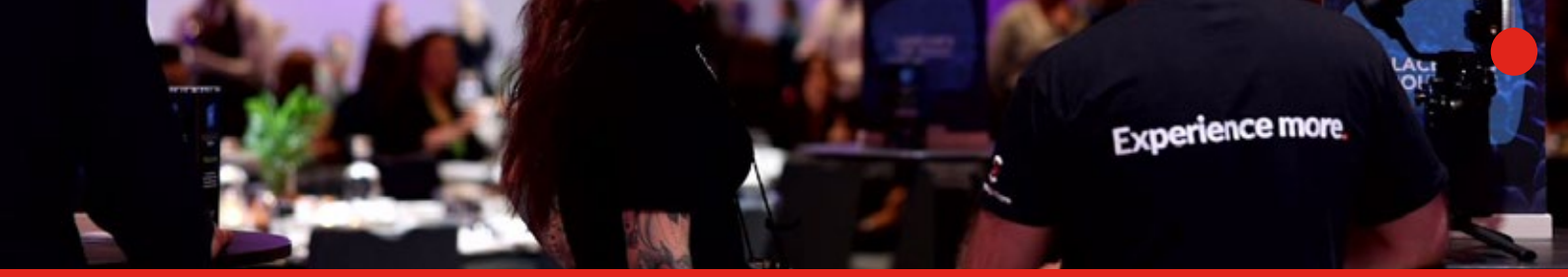
Community Engagement

AVCOM's main community engagement is with our local third level college Ballyfermot College of Further Education. Our support includes:

- Work Placements
- Equipment Donations
- Guest Lectures

In fact, two of our current full time team members are graduates of this college. As we are only in our fifth year in Ballyfermot and over two years of this time during the pandemic restricted environment our community involvement has been curtailed, but this remains a focus for 2023 and beyond.





Our economic responsibility is to balance profit making while trying to achieve our social responsibility goals of the environment, our people & ethical choices and our philanthropy activities. AVCOM must ensure our business activities positively impact all areas alongside our business goals.

Our purchasing and operational activities must ensure they are having an improved or positive effect on the environment. Our supplier or partner selection must ensure they follow our Supplier Code of Conduct that is aligned to our own CSR program, no matter the extra cost or time this may have.

The Company commits to a fair and transparent salary system that ensures there are no gender or race pay gaps. We place the Wellbeing of our team above higher profit gains and place their health and wellbeing front and centre of everyday business life.

We continue and grow our program of volunteering and supporting the community and societies that need more assistance from others. Our CSR must be a measurable benchmark at the end of each business year alongside our financial and performance results.

Conclusion.

AVCOM's Corporate Social Responsibility policies are not just a list of unachievable dreams. Our measure of success must go beyond the bottom line. In today's world, how a company gives back to the community, positively impacts the environment and acts for the greater good is critical. We will self-regulate our actions and be socially accountable to our clients, team, stakeholders, and the world at large.

Our Environmental Responsibility gives us ownership of our impact to the environment.

Our Ethical Responsibility must ensure we engage in fair business practices across the board, including all employees, stakeholders, suppliers, and clients, treating them all with respect.

Our Philanthropic Responsibility in today's world must be that we give back to communities and donate to causes that align to our company vision.

Our Economic Responsibility in making financial decisions that prioritise doing good, not just making profit.

When AVCOM commits to socially responsible practices, it positively impacts its team satisfaction and retention. And, of course, it is also great for brand identity to help bolster client trust and public respect.

But most of all, it has a ripple effect of positive good into the world.

AVCOM
Experience more.

Unit 67, Cherry Orchard Industrial Estate,
Ballyfermot, Dublin 10, Ireland, D10 F627

+3531 295 7213
avcom@avcom.ie
avcom.ie

in @ f t v