

As the trade body representing the promotional merchandise industry, we believe it is our responsibility to promote a more sustainable, ethical and responsible future within our industry. This has become a core part of our mission on behalf of our members and the wider industry. Our goal is to ensure sustainable best practices are a priority for businesses in our sector to improve the sourcing, manufacture and distribution of promotional goods.

We believe by supporting our members in their ESG journeys, we can continue to collectively form part of the solution to ensure Products are manufactured and sourced with sustainability at the forefront, to protect our People and Planet, whilst continuing to drive business security and longevity.

To achieve our goals, the BPMA has committed to the following actions:

- To measure our organisation's greenhouse gas emissions across our business operations. We will then use this data to set targets to subsequently reduce our emissions. We are working towards this by attaining accreditation with our sustainability partners [Planet Mark](#).
- Investigating third-party platforms to measure the environmental impact of our major events and trade shows, so we can thereby work towards reducing our emissions and the waste sent to landfill across these events.
- Launched an ongoing sustainability initiative for our members in 2023, the [StepForward Pledge](#). The Pledge aims to encourage and guide members in launching and/or improving the ESG values of their own organisations. Each member will be asked to review their Pledge and update us on their progress annually. The StepForward Pledge has now become a mandatory part of membership at the BPMA for new members since June 2023 and all current members from June 2024.
- Our long-term goals include publishing an annual industry impact report on our sector's sustainability performance, based on the data from the StepForward Pledge, and conducting a research project on sustainability mega-trends and sector impacts.
- Engaging and educating members, and the wider industry, by hosting workshops, conferences, webinars, working groups and networking events, at which we host discussions on important social and environmental topics.
- Continuously engaging with third parties, ensuring members have access to experts in social and environmental topics that impact their businesses (see the BPMA's [preferred providers](#)).
- Investing in a full-time in house role dedicated to support members with their business sustainability and compliance programs, providing on demand information and access to resources.
- Incorporating both social and environmental factors into the internal procurement process to ensure goods are responsibly sourced. This can include examples such as purchasing

goods made from recycled and recyclable materials, ensuring they are durable, repairable and recyclable where possible, and have a positive social contribution. Where we host in person events and exhibitions, we will ensure we minimise the impact to the environment by committing to measuring impact and implementing learnings on how to reduce our footprint.

- Embracing a hybrid remote working policy, reducing emissions from commuting, as well as allowing flexibility for our team and supporting their well-being.

The BPMA represents businesses that lead the industry with the highest standards of service, compliance and ethical values, by existing to inspire, connect and educate our members. We therefore believe sustainability forms a core value of our membership, enabling the BPMA to continue to be a stamp of trust and confidence.

We will continuously review our progress, updating this statement annually.

February 2024



Carey Trevill CEO  
on behalf of the British Promotional Merchandise Association  
February 2024