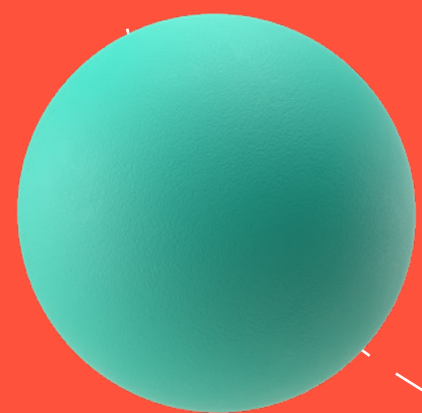




Environmental Social & Governance

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Sense of balance

The sense of balance allows us to determine the position of our body in space. It allows us to feel deviations in both vertical and horizontal directions. There is also a sensory structure in our body called the vestibular apparatus. The vestibular system is responsible for detecting linear acceleration. Thanks to it, we can determine whether our body is accelerating or decelerating while moving. Located in the center of the inner ear, the vestibular apparatus enables gaze fixation – the ability to focus our eyes on an object while moving our head in a different direction.

What we need is already within us as human beings

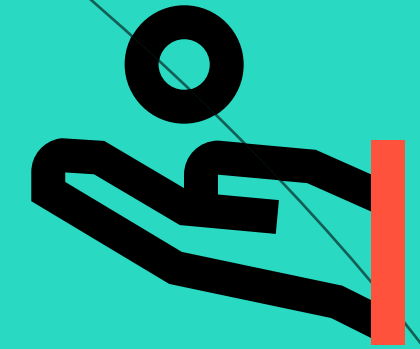
By publishing our first ESG report on www.admindagency.com, we aim to inspire everyone to find and appreciate the sense of balance within our organizations. We understand sustainable development as the capacity to discern when company should decelerate and when to accelerate. This involves making informed choices amidst myriad of essential activities required for achieving business success. It is crucial to assess whether company maintains its trajectory, progresses in the right direction, and evolves in accordance with its potential, all while staying in tune with the ever-changing reality. We believe in leveraging the sense of balance afforded by evolution. I extend my best wishes for this positive evolution to all organizations, particularly those committed to sustainability.



Mateusz Zabierowski
CEO

www.admindagency.com

Admind Branding & Communications proudly presents its ESG Report for the year 2023



2 Introduction

In pursuit of our commitment to social, environmental, and governance responsibility, Admind Branding & Communications proudly presents its ESG Report for the year 2023.

This report encapsulates our dedication to our accomplishments, sustainable practices, as well as outlines our ongoing efforts to create a positive impact on communities, the planet, employees, and customers.

We set goals in five pillars: employees, governance, community, environment, and customers.

- Regarding our **employees**, our goals are to provide paid primary caregiver leave, focus on health and well-being initiatives, work towards gender pay equality, and enable cross-job skills training.
- In the second pillar, **governance**, we will ensure that our business enables our mission, ethics, and vision to be realized in the context of a more democratic system, actively considering all stakeholders (people, planet, customers, partners), not just shareholders in all of the decisions; providing employees training and activities focused on the social and environmental issues as well as assessment of our impact on clients, society, and environment.

- In the **community** pillar, we will focus on our philanthropic efforts and engagements, review and monitor the supply chain to ensure it meets our standards, and expand our charitable practices and donations.
- In the **environment** pillar, we will do our best to reduce the impact of travel and commuting, update sustainable practices for our offices and our team's home offices, certify our waste management system, as well as limit our use of resources.
- In the fifth pillar, focused on our **customers**, we will increase accessibility for underserved groups, ensure efficient customer support, update policies for conscious branding, as well as provide support for purpose-driven enterprises.

We guide and
accompany
organizations on their
journey of growth

3_Company Profile

Admind is an award-winning B2B branding agency in CEE that delivers services globally. We guide and accompany organizations on their journey of growth.

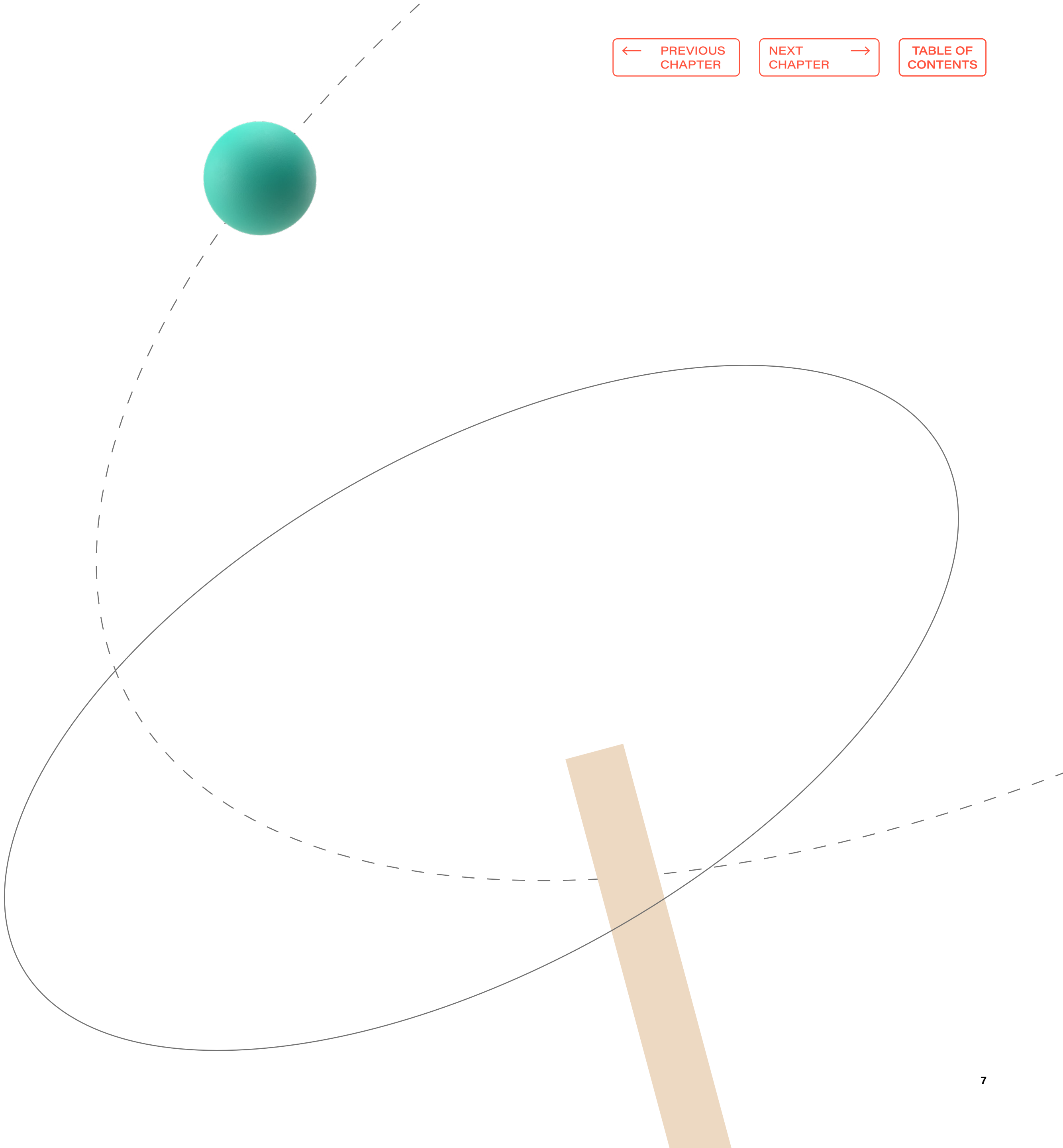
As designers and communicators, change is in our nature: preparing for it, creating it and mastering it. Change creates energy within a company, transforming identity into purpose and creativity into influence. We work with global and local companies. **We believe that, by matching outstanding brands with positive purpose, we can create a force for good.** Therefore, our goal is to become the leading branding agency for the conscious brands of the future. Our mission is to create branding experiences that not only transform organizations but also drive positive change in the world.

For the last 13 years, we have created an organization where **cooperation, kindness, accountability, trust, satisfaction,** and **adventure** are the key elements of our daily operations. These values not only define who we are but also help us grow as human beings as well as professionals every single day.

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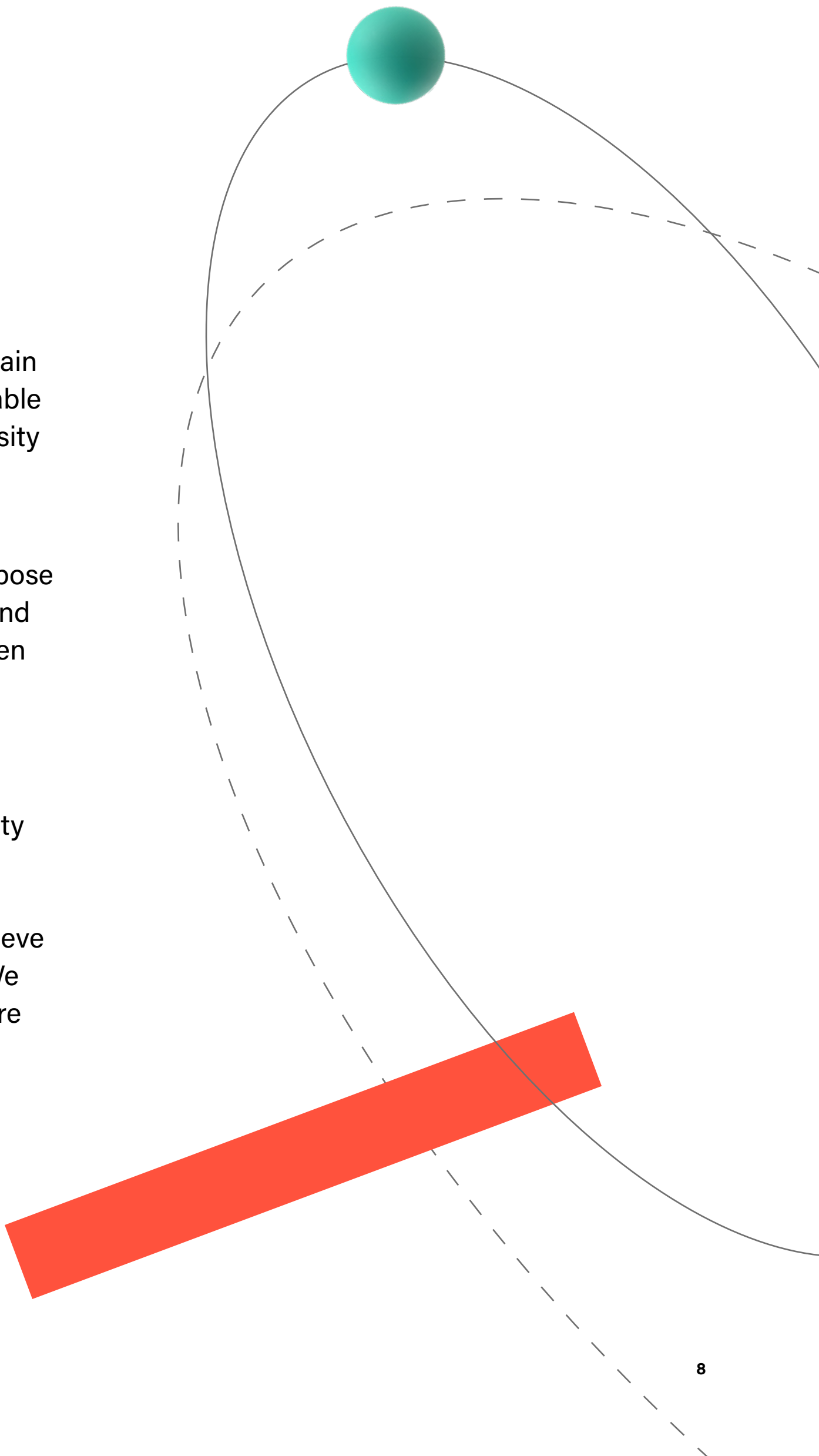


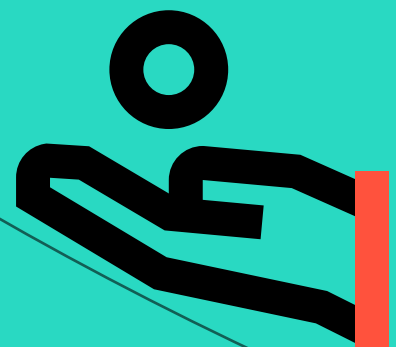
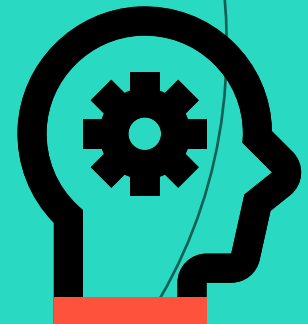
3 Company Profile

Our values show who we are deep down and who we are meant to be. They define the behaviors and attitudes we expect of each other, we cherish, and we aspire to. They allow us to merge purpose with activity to achieve great things.

- We **trust** each other and strive for trustworthiness. We communicate directly, with honesty, openness, and transparency. We acknowledge that none of us are perfect. We embrace the courage to be vulnerable and true to ourselves. We are committed to keeping our promises. We firmly disapprove of gossiping.
- We hold ourselves personally **accountable** for our work, maintaining high-quality standards. We take ownership of both our tasks and our mistakes. We ensure the completion of tasks we've begun. Deadlines are respected by us. We are always prepared to exceed expectations. The "out-of-my-scope" attitude is discouraged by us.
- We treat each other with **kindness**, respecting both our own boundaries and those of others. We remain approachable and open-minded. Our tolerance embraces diversity. We ensure our moods, emotions, or egos do not hinder our performance. We avoid assuming bad intent or judging others. We show care for our community and environment.
- We base our relationships on **partnership and cooperation**, valuing both our time and that of our clients and colleagues. We seek win-win solutions, always prioritizing our clients' needs. We commit to educating our clients, relying on our knowledge and skills rather than our positional power. Openness to discussion is a hallmark of our approach, and we actively engage by asking questions.

- We embrace the spirit of **adventure**, constantly pushing beyond our comfort zones. Our drive and proactivity define us. We maintain an optimistic and positive outlook, recognizing change as inevitable and normal. Fearless of reasonable risks and mistakes, our curiosity fuels a continuous search for improvement. We demonstrate resilience when confronted with challenges.
- We strive for **satisfaction** in all our endeavors, searching for purpose in our work. Daily tasks are valued by us, and we acknowledge and celebrate successes. Challenges are accepted with positivity. Even the smallest achievements are treasured. Our focus is on solving problems rather than lamenting them.
- We see ourselves as a united **team** and treat others as allies, convinced that active participation in a group, company, or society enhances one's character. Our confidence in our colleagues and partners is strong. Together, we complement each other, crafting something more valuable than the mere sum of its parts. We believe in our collective strength to achieve greater accomplishments. We understand that individually we have limits, but together, there are no bounds to what we can achieve.



The Admind Environment
Policy states our goals
and ambitions **regarding**
environmental  **care**
 **and awareness** 

4 Sustainability Strategy

At Admind Strategy, one of our fundamental values is KINDNESS. This value is dedicated to fostering environmental care and enhancing awareness in our daily lives, affecting not only our team but also our clients and partners.

At Admind, we are committed to continuously elevating our environmental standards by engaging in waste segregation, resource preservation, and activism through Theme Months. Our goal is to leverage our expertise to positively impact the world. We strive to be a trusted partner, always advancing towards a more sustainable future. We dedicate ourselves to understanding, managing, and minimizing our activities’ environmental and ecological impacts.

Our vision encompasses conscious design, effective communication, sustainable innovation, and fostering long-term cultural shifts. We are dedicated to ongoing improvement, enhancing awareness, reducing and segregating waste, conserving energy, preventing pollution, and adhering to environmental regulations.

We plan to achieve these objectives by wisely utilizing resources, introducing active solutions for fostering good habits, and setting ambitious goals. Through collaborative efforts, we aim to inspire change, encouraging our team, clients, partners, and suppliers to embrace long-term sustainable practices and better habits. We offer guidance on making informed choices and provide support to both our team and our customers. By sharing exemplary practices, engaging in open discussions about our environmental performance, and regularly publishing our performance reports, we aspire to lead by example in sustainable and responsible business practices.

**Admind can help
you to create impact
from success** 

The journey towards becoming a conscious brand is a continuous process. As we began to research and discuss it, we discovered that it closely resembles an athletic endeavor.

Rather than preparing for a quick sprint, however, this journey represents a significant challenge that demands time, energy, and thorough preparation to achieve results. We view it as an opportunity to strengthen our commitment to self-improvement and credibility building.

Conscious branding is your seat at the table, your presence in the public consciousness, and your credit with customers and stakeholders because second chances don't exist anymore. Brands now need to prove that they're part of the solution by working for a better future, a more sustainable way of doing business, and growth that benefits everyone. As a certified B-Corp, Admind can help you to create impact from success, and ensure that your brand remains vitally connected to its audiences around the world.

Admind is committed to supporting its customers in keeping pace with the evolving landscape of sustainability and social responsibility.

What it means to be conscious:

- To be conscious means to be **responsible** (using dimensions: moral, collective, reformist) and **responsive** (using dimensions: empathetic, multisensory, habitual)
- **Acting in harmony** with society and the environment that we – as a brand – operate in
- **Realizing that all decisions and actions have consequences**, some of them long term
- **Considering the planet, politics, people, and individuals** when making decisions
- **Taking full ownership and responsibility**, and **striving for awareness and transparency**

At Admind we care
for our Employees 👤,
the Planet 🌍, and our
Communities 🤝....

FilmON Festival is a Nationwide event dedicated to short films specifically tailored for individuals with disabilities.

The primary objective of the Festival is to encourage people with disabilities to express their emotions through film, while also encouraging their caregivers to utilize this medium in therapy. The Festival serves as a platform for filmmakers with disabilities to showcase their work to a wider audience, breaking down societal barriers and raising awareness about disabilities – intellectual and physical.

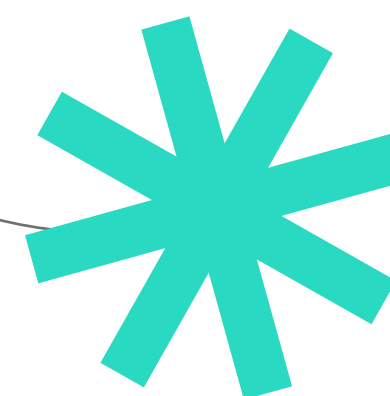
Our company has been supporting this film Festival since 2018. In 2023, we provided visual identity, communication strategies, sponsoring merchandise, and contributing awards. The main goal of the event is to inspire individuals with intellectual disabilities to express their emotions through the art of filmmaking. Our agency believes in equality and equal opportunities for all, aligning with the initiative of School No. 6 in Krakow, aiming to create an inclusive space for everyone. **As a B Corp-certified company, Admind actively engages in social practices.**

The Festival serves as a means for individuals with disabilities to express themselves through the medium of film. Participants of the Festival, through film, openly articulate their emotions, and our agency strives to increase the number of participants. Before our collaboration in 2017, the festival received submissions from 10 films. In 2023, a record-breaking 45 films were submitted, demonstrating the success of our partnership. The Festival received the Honorary Patronage of the Polish Institute of Film Art.

Our involvement not only resulted in the success of a social initiative but also garnered the prestigious Honorary Patronage, highlighting the accomplishment of their commitment. **The Festival, by supporting individuals with disabilities, enabling them to express themselves through the powerful medium of film, creating a positive impact on both the participants and the broader community.**



FILMON
**FESTIWAL FILMOWY OSÓB
Z NIEPEŁNOSPRAWNOŚCIAMI**



FilmOn w nowej odstonie

12.05
Nagraj krótki film
i prześlij go nam do
12 maja 2023

12.06
Gala Finałowa
odbędzie się
12 czerwca 2023
w Krakowie



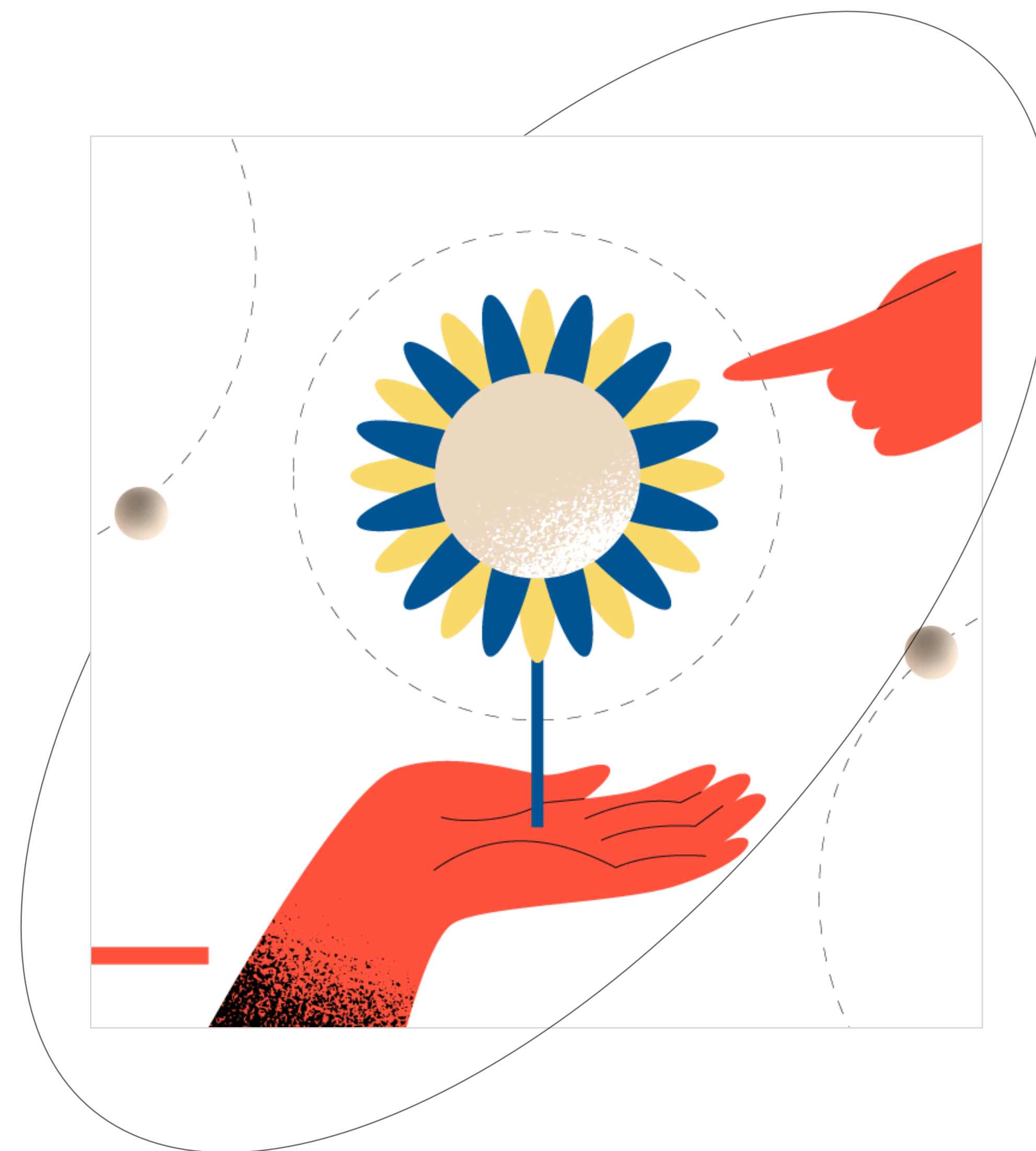
Admind has been actively supporting their fellow Ukrainians since the beginning of the brutal attack on Ukraine.

Ukraine holds a special place in our hearts, as one of our branches is located in Odessa – our employees were relocated to Poland in 2022. Since the start of the war in Ukraine, Admind has donated more than 25,000 PLN to support Ukraine.

In 2023, we donated over 6.000,00 PLN to the Polish Medical Mission – an organization dedicated to supporting Ukraine and its citizens who remain on Ukrainian territory. This is not the first time that our team has raised funds for employees and even animals in Ukraine. We continue to stand in solidarity with our Ukrainian neighbors in their fight for freedom, peace, and unity.

Furthermore, on Ukraine's Independence Day – August 24th, our CEO, Mateusz Zabierowski, organized a dinner at his home for Ukrainian members of our company. Mateusz prepared a dinner featuring traditional Ukrainian dishes to commemorate the occasion.

At Admind, we recognize the importance of our voices but more importantly, the need to help communities by partnering with other like-minded organizations in providing ongoing, critical support where it is most needed. For humanity to thrive, we must all do our part to alleviate the hardship of others.



In celebration of Pride Month, our agency took a meaningful step by donating books on Diversity and Inclusivity to the Krakow Library, addressing the lack of developed content on this subject in Poland.

This initiative aligns with the values of the B Corp certification, confirming our commitment to social practices. The practice specifically benefits children, allowing them to gain knowledge about diversity from an early age through these books. The recipients and beneficiaries are the youngest readers, for whom access to such literature is not only educational but also inspiring, fostering acceptance.

We collaborated with the Krakow Library to execute this practice, and the donation of books represented the company's contribution to promoting Diversity and Inclusion (D&I). **Our agency introduced a practice related to diversity education, believing that education in this area should begin in the earliest years.** Through the partnership with the Krakow Library, the company successfully expanded the library's collection with books focusing on diversity and inclusivity.

The impact of this initiative was measured through online community engagement: 144 likes, 10 comments, and 1 share on Facebook on the Krakow Library fan page. This step not only increased the accessibility of literature for the initiative's recipients, but also contributed to enriching knowledge about diversity, promoting tolerance among the youngest readers. **Our commitment to social responsibility is exemplified by actions that create positive change and foster a more inclusive society.**



6_Social Performance

THEME MONTH SERIES

At Admind, we take pride in fostering a vibrant and inclusive workplace environment, and one of the ways we achieve this is through our innovative initiative called Theme Month Series.

This program is designed to bring our employees together by focusing on topics that resonate with them personally and socially.

Each month, we dive into themes that are not only relevant to our employees but also align with our commitment to CSR and employee well-being. Some of the themes include No Plastic Theme Month, Pride Month, Declutter Month, B Corp Month, and Mental Health Awareness Month. These themes reflect our dedication to addressing a diverse range of issues that impact our community and the world at large. During the No Plastic Theme Month, for example, we initiated a company-wide campaign to reduce single-use plastic. In Pride Month, we celebrated diversity and inclusion with events that fostered understanding. Our Declutter Month involved not only tidying up physical spaces but also decluttering the mind through mindfulness workshops and stress-relief activities such as massage at the workplace. B Corp Month saw us exploring sustainable business practices.

The success of the Theme Month Series lies in its ability to engage our employees in meaningful conversations, foster a sense of community, and promote positive change. By addressing topics that matter to our workforce, we not only contribute to a more inclusive workplace but also inspire a collective commitment to making a difference in the world.

As we continue this initiative, we look forward to exploring new themes, creating impactful activities, and strengthening the bonds that make our company a truly great place to work.



Our team is composed of creative and compassionate individuals. In 2023, we actively participated in the WOŚP (The Great Orchestra of Christmas Charity) fundraiser, demonstrating our commitment to social responsibility and community engagement.

Despite the challenges, our dedicated employees wholeheartedly contributed to the cause, raising just under 400 PLN in our collection tin. Harnessing their creativity, our team members generously donated their artwork to WOŚP auctions, which turned out to be a tremendous success.

A total of 10 items, including a book co-authored by one of our employees, a hand-knitted hat, photographs, and portraits, were graciously contributed to the WOŚP auction. These items collectively raised nearly 3.000,00 PLN for The Grand Orchestra of Christmas Charity. In the culmination of the 31st WOŚP Grande Finale, our collective efforts resulted in an impressive total donation of almost 3.400,00 PLN.

This initiative not only exemplifies the creativity within our team but also underscores our deep commitment to making a positive impact in our community. The funds raised will contribute to the noble causes supported by WOŚP, reflecting our dedication to social, environmental, and governance (ESG) principles.



6_Social Performance

INTERNAL INITIATIVES

In our commitment to fostering a workplace culture that goes beyond the ordinary, we believe in investing in initiatives that not only prioritize the professional growth of our employees but also their personal well-being, diversity, and sense of community.

The following internal initiatives have been carefully crafted to enrich the working experience at our company, creating an environment where individuals can thrive both personally and professionally.

- **Office Massages:** to alleviate the daily stresses that can accompany a fast-paced work environment, we introduced on-site massage sessions in our offices. Trained masseuse provided employees with rejuvenating massages, offering a moment of relaxation amidst their busy schedules. This initiative not only supports employee well-being but also reinforces our commitment to creating a holistic and supportive workplace.
- **SWAP PARTY:** In an effort to promote sustainability, community engagement, and a culture of giving, we organized a SWAP PARTY. Employees were encouraged to bring items from their homes that they don't need anymore for a collective swapping event. Beyond the thrill of acquiring new possessions, the remaining items were donated to local organizations in need. This initiative not only reduces waste but also reinforces our company's social responsibility and community impact.
- In celebration of **diversity and inclusion**, we dedicated the month of June to a Pride Month Movie Marathon. This initiative involved screening a curated selection of LGBTQ+-themed films, creating a space for education, understanding, and appreciation of diverse perspectives. By embracing and highlighting different narratives, we strive to make our workplace an inclusive heaven for everyone, irrespective of their sexual orientation or gender identity.

- **Group Workshops:** Recognizing the importance of employee empowerment, we initiated group workshops where employees had the opportunity to voice their preferences. Through a collaborative approach, our workforce selected initiatives that resonated with their values and interests. This democratic process not only strengthens the sense of ownership among employees but also ensures that our company's focus aligns with the diverse needs and passions of our talented team.
- **Cooking with...** – culinary diversity: Food has a unique ability to bring people together. In our Cooking with... initiative, employees showcase their cultural backgrounds through communal cooking sessions. This not only introduced diverse culinary experiences but also allows for a deeper understanding and appreciation of the rich tapestry of cultures within our organization. Such events foster a sense of unity and celebration of our differences.
- Every year, our agency organizes a **Children's Day** event for the children of our employees, as well as for the kids from the neighborhood where our company is located in Krakow. During this day, we have animators, games, and activities arranged. The children thoroughly enjoy themselves, having a blast with all the fun-filled activities.

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COOKING WITH...

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INTERNAL INITIATIVES

CHILDREN'S DAY

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6_Social Performance

PINK BOXES INITIATIVE

Our Agency is proud to support the Pink Box Foundation (Fundacja Różowa Skrzyneczka), an organization dedicated to combating menstrual taboos and exclusion.

The foundation advocates for universal access to free personal hygiene products during menstruation in public spaces. The Pink Boxes, stationed in various locations, contain free pads and tampons, operating on a simple principle: take what you need, leave what you can!

In our main headquarters, we have introduced Pink Boxes in the restrooms. These boxes provide individuals with pads, liners, and tampons, ensuring that those in need have access to essential menstrual hygiene products. By implementing this initiative, we aim to contribute to menstrual equity and create more inclusive environments for all.



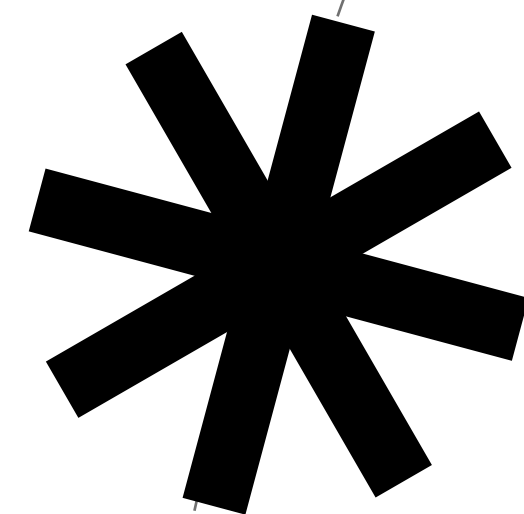
6_Social Performance

FOREST PLANTING AS A HOLIDAY GIFT

Instead of physical Holiday gifts for our clients, we've come up with a different approach.

Our clients received an e-card with wishes along with information that, as part of their Holiday gift, we will plant a forest for them. Our Agency purchased 500 square meters of woodland, where a deciduous forest will be planted in spring of 2024.

Through our action, we not only managed to reduce the carbon footprint we would have produced by simply sending over 200 gifts, but we also contributed to supporting a foundation and its initiative.



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**Our company employs
a total of 159 individuals,
distributed across various
locations  and roles **

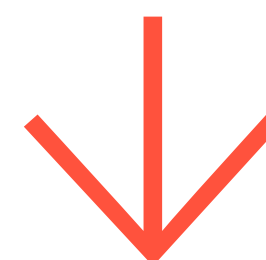
Our company employs a total of 159 individuals, distributed across various locations and roles. Employees come from 4 continents – 15 countries.

The company exhibits a strong gender diversity, with 64.2% of the employees being female. The average of our is 33 years, and a significant portion belongs to Generation Y, constituting 72.4% of the entire workforce. Additionally, there are individuals from Generation X (3.3% of the workforce) and Generation Z (24.3%).

Our organizational structure is both departmental and staff-line oriented. It is divided into functional departments and teams, ensuring a clear hierarchy and reporting structure. Each employee has a designated supervisor, and each organizational unit includes experts in their respective fields. The company has four main departments: Growth, Finance & Personnel, People Experience and Delivery. The Delivery department further breaks down into Traffic Management, Brand Advisory, Creative Services, Digital Platforms, and Presentation Design.

In the execution of projects, the company adapts to the specific needs by creating temporary project structures, and drawing expertise from different departments as required. This flexible approach allows for efficient collaboration and the successful completion of diverse projects. The generational breakdown and organizational chart are presented in the graph below, providing a visual representation of our workforce composition.

Find out more about our Demographics



Employees by Gender



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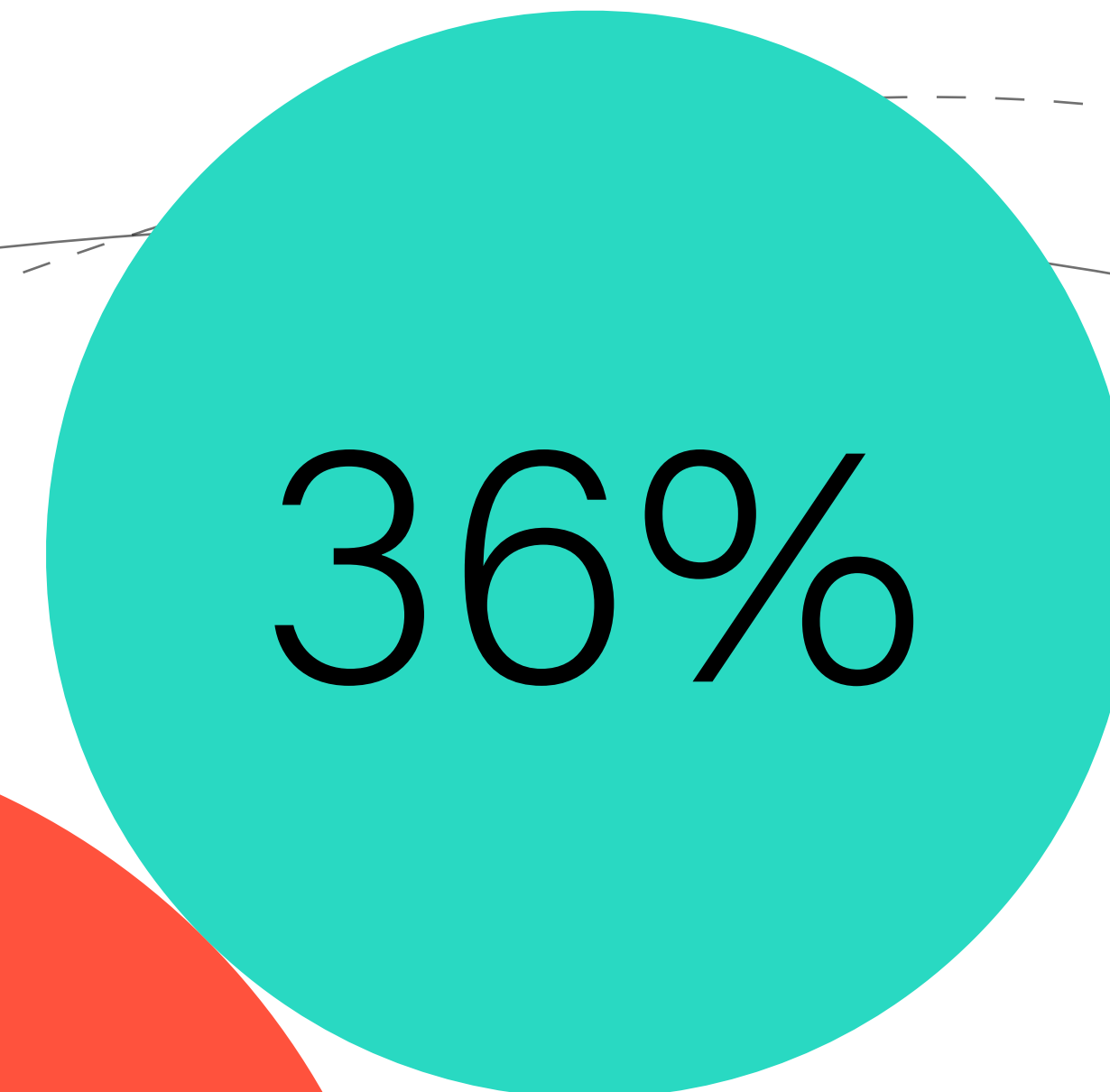
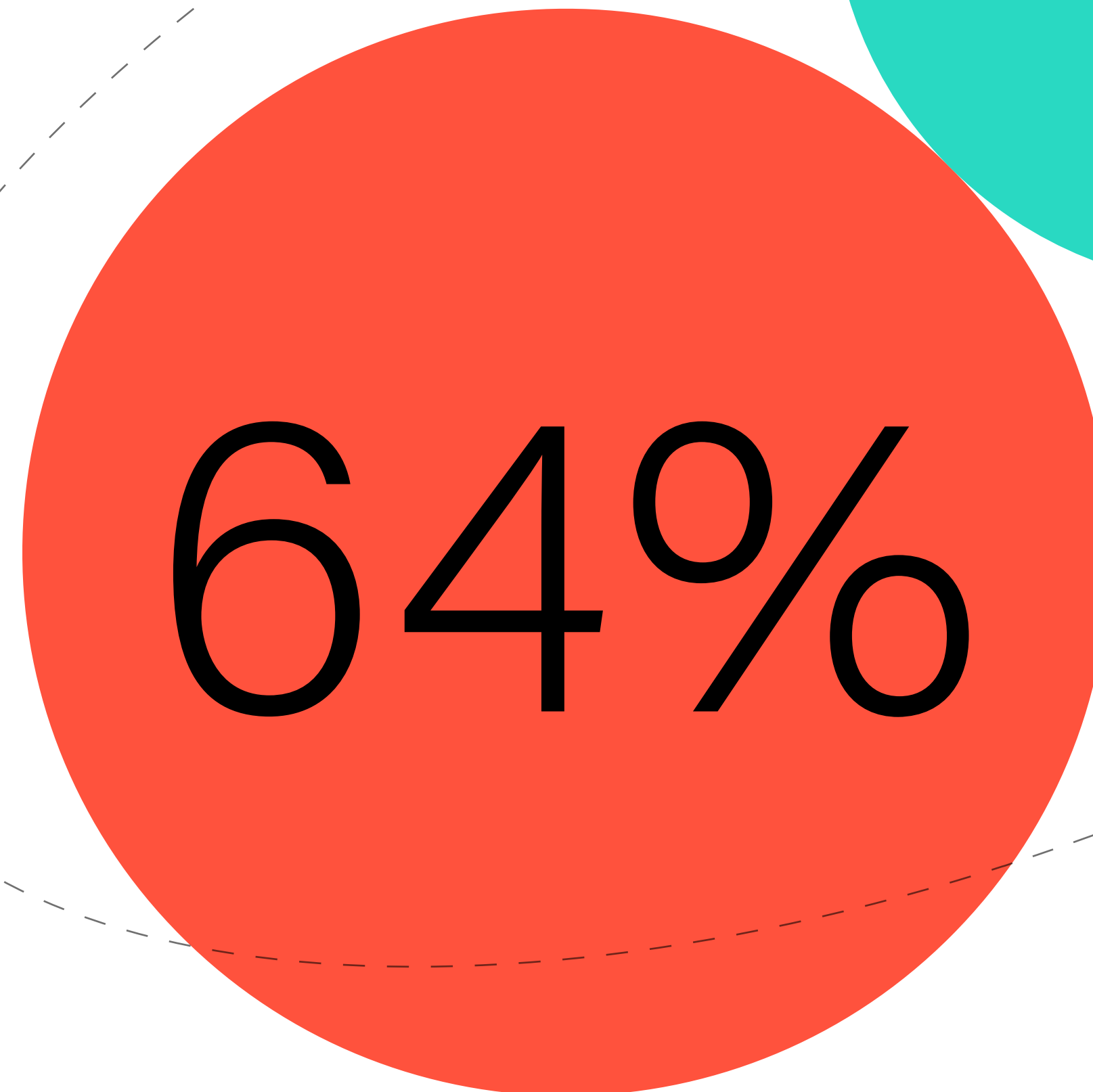
EMPLOYEES BY GENDER

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- Female
- Male



Average Age

33



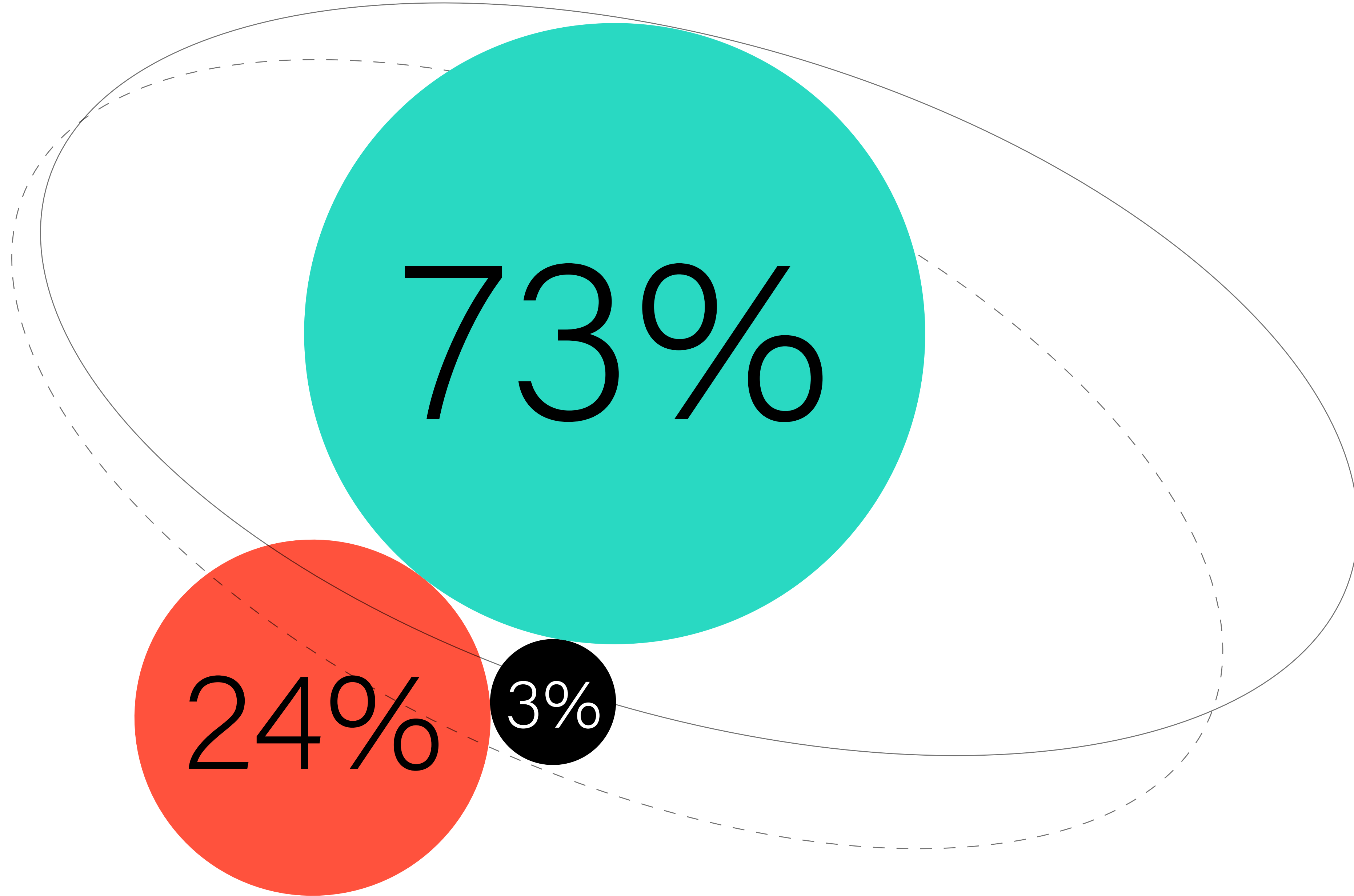
Employees by Generation



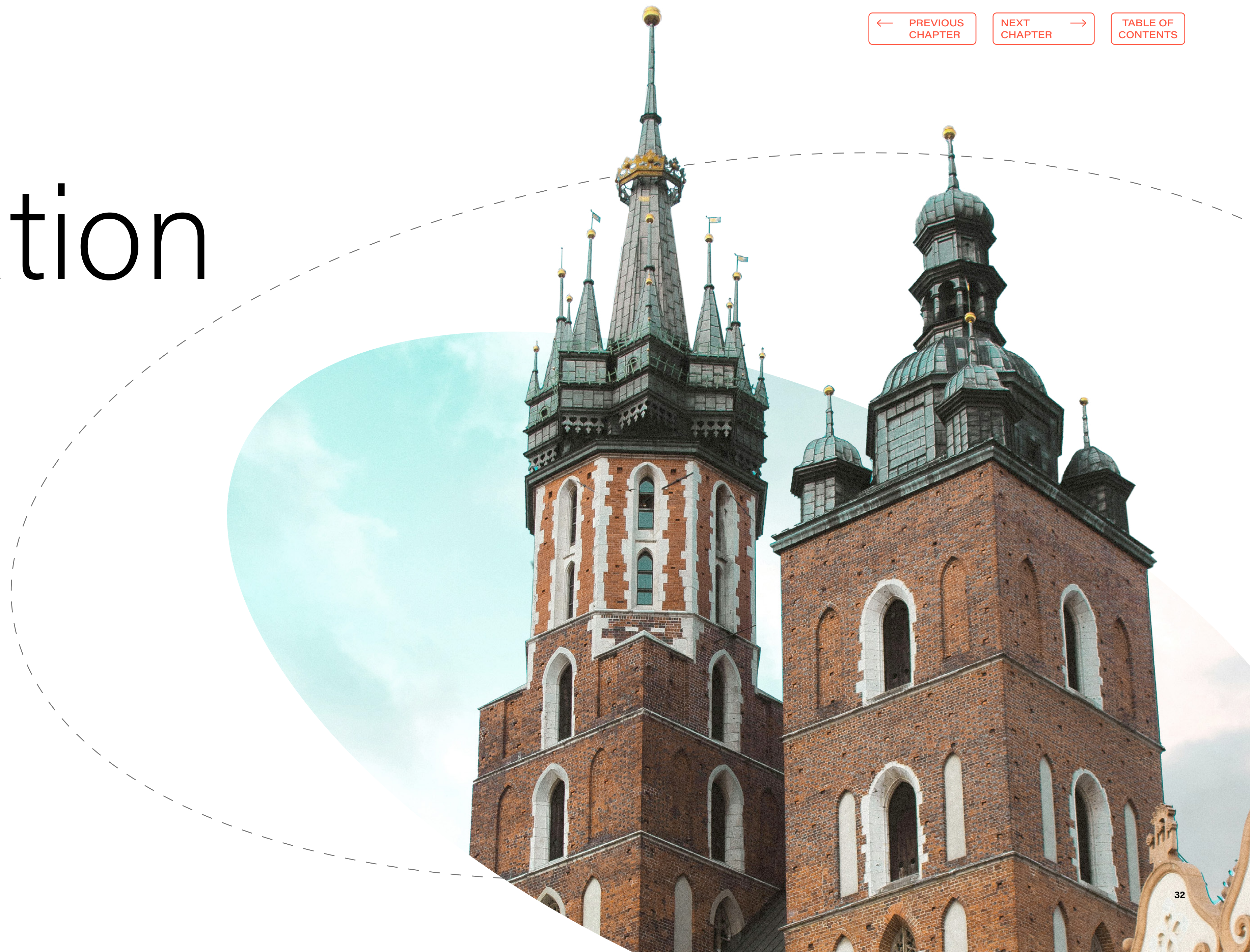
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EMPLOYEES BY GENERATION

- Generation Z
1995 – 2002
- Generation Y
1980 – 1994
- Generation X
1973 – 1979



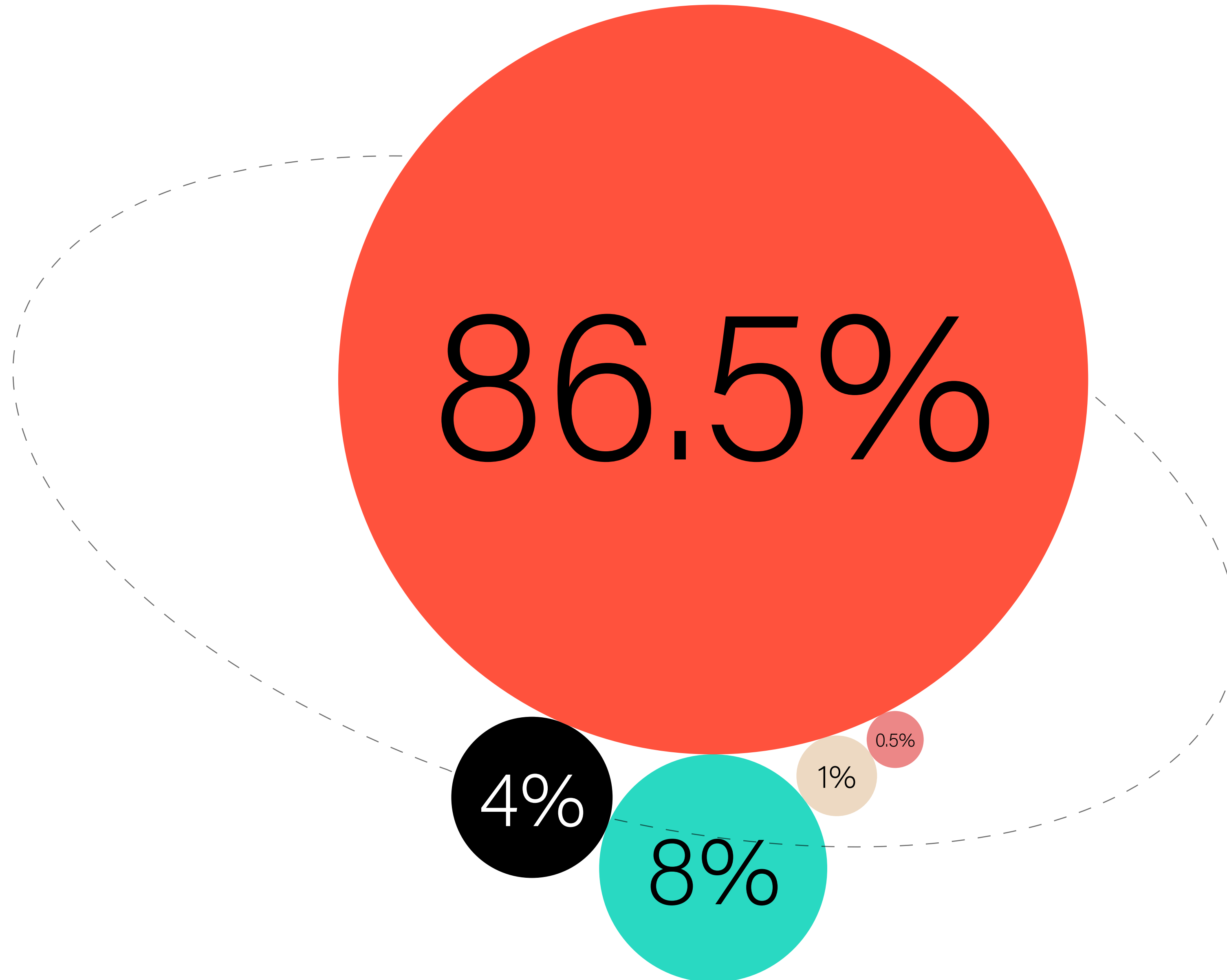
Location



7_Governance and Ethics

LOCATION

- Poland
- Netherlands
- Thailand
- Ukraine
- Switzerland



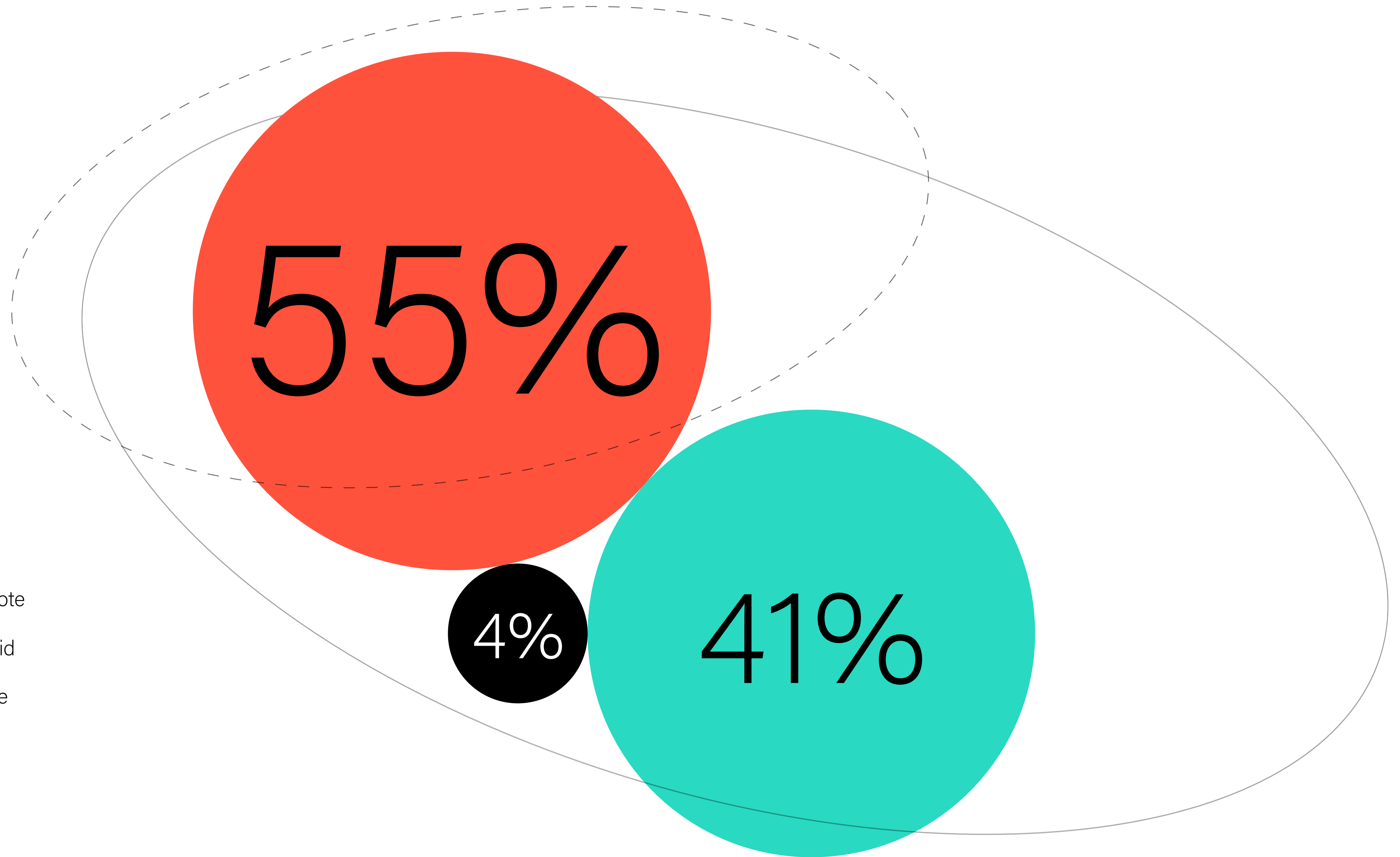
Working model



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WORKING MODEL

- Remote
- Hybrid
- Office



Full-time / Part-time

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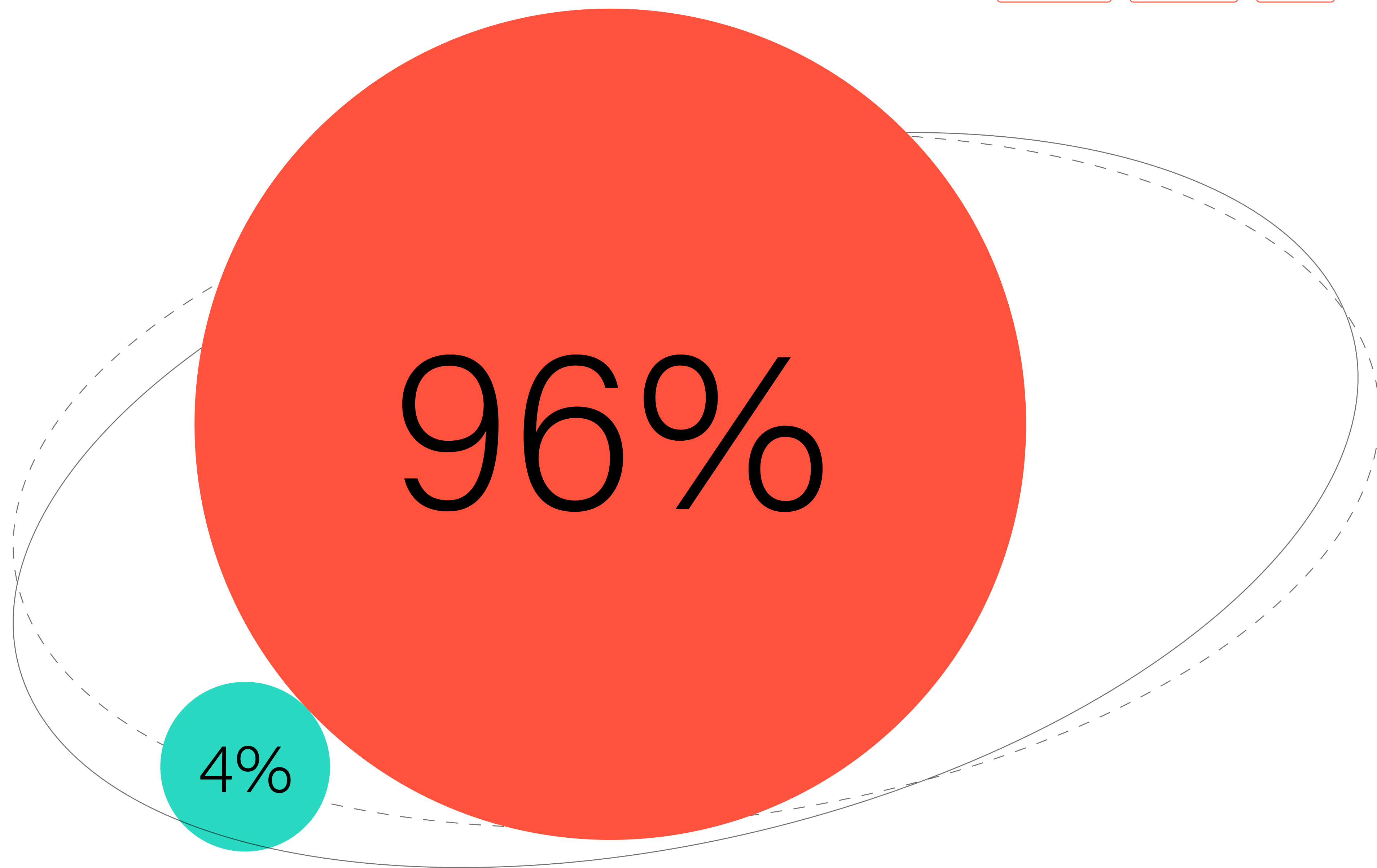
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FULL-TIME / PART-TIME

- Full-time
- Part-time



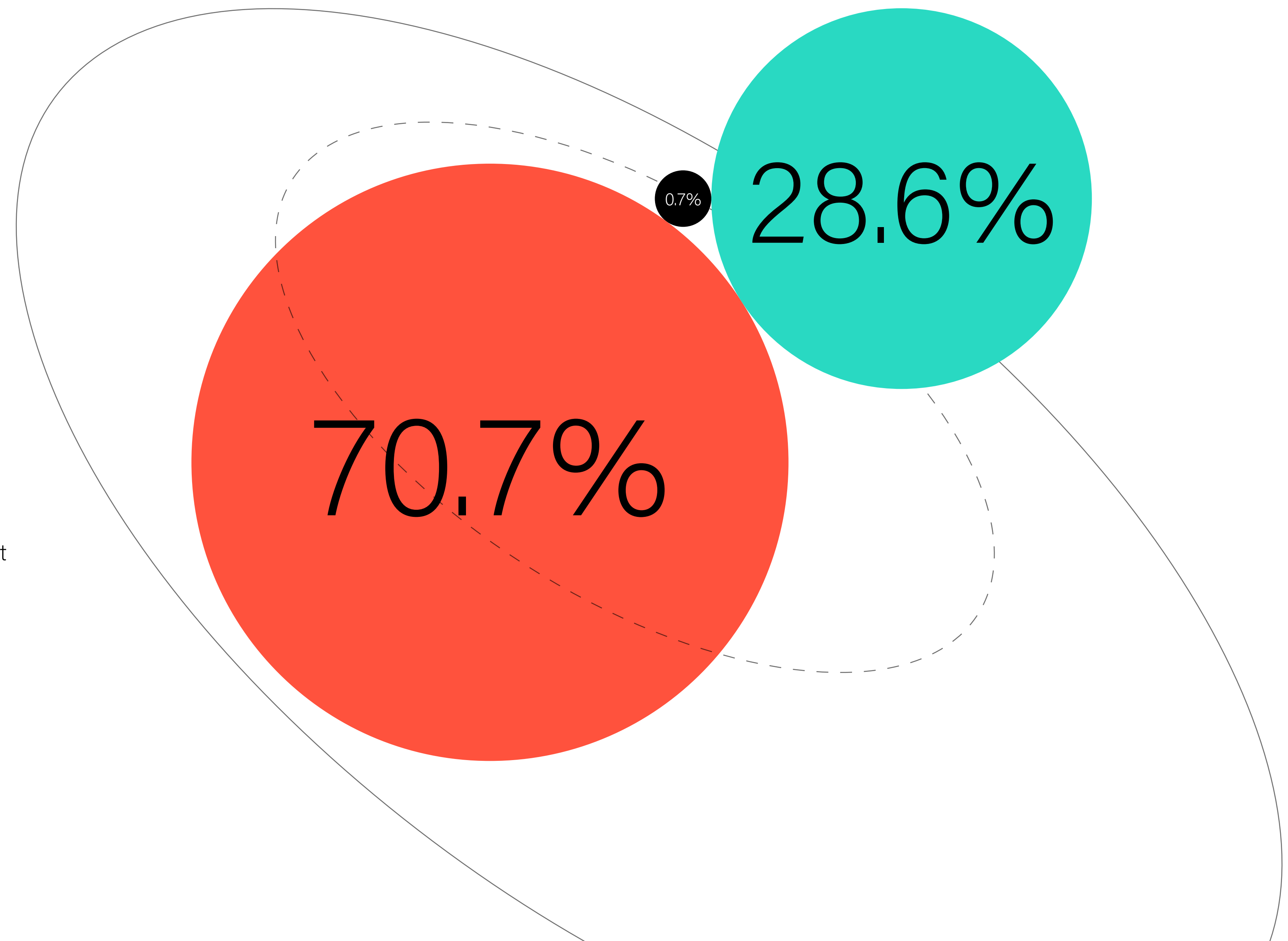
Contract type



7_Governance and Ethics

CONTRACT TYPE

- Employment Contract
- B2B
- Contract of mandate



Our Code of Ethics sets the standards of ethical business conduct at Admind. It gives a general outline of how employees should behave with respect towards colleagues, clients, and partners. This document applies to all employees and managers in Admind, in all our locations and teams, whether full or part-time, and regardless of their type of contract.

→ UPHOLD THE LAW

Admind's commitment to integrity begins with complying with laws, rules, and regulations wherever we do business. We should have an understanding of the company policies, laws, and regulations that apply to our specific roles. If we are unsure of whether a contemplated action is permitted by law or policy, we should seek advice from the resource expert.

→ BE RESPECTFUL

Admind is committed to providing a workplace free of abusive, offensive, or harassing behavior. Everyone should be treated with dignity and respect. We build relationships based on mutual trust and open, polite, and respectful communication. Rudeness, aggressive behavior, bullying, and harassment aren't acceptable. This includes, but is not limited to: threats or acts of violence, insults, offensive jokes and language, sharing sexually explicit or violent materials, unwelcome sexual attention. Any employee who feels harassed or discriminated against should report the incident to the manager, or the People Experience Team, or using the whistleblowing system Whistlelink.

→ BE INCLUSIVE

Admind is an Equal Opportunity Employer committed to supporting, inspiring, and respecting all individuals regardless of race, religion, nationality, medical condition, gender identity, or sexual orientation or expression, among other characteristics. We are dedicated to creating an inclusive workplace environment that celebrates the diversity of our employees.

→ LIVE BY OUR VALUES

Our values show who we really are deep down and who we are meant to be. They define the behaviors and attitudes we expect of each other, we cherish, and we aspire to. We trust each other and treat everyone with kindness. We feel personally accountable for our work and build our relations based on partnership and cooperation. We love the spirit of adventure and seek satisfaction in everything we do. Before any decision is final, we remember to ask, Is it in line with our values?

→ CREATE A CULTURE OF OPEN AND HONEST COMMUNICATION

Our actions should always be based on integrity and honesty. At Admind everyone should feel comfortable to speak their mind. Managers have a responsibility to create an open and supportive environment where employees feel comfortable raising concerns. Employees can always reach out to the People Experience Team if they notice any questionable or unethical behavior. The company will take appropriate action, in case any improper behavior is found.

→ AVOID CONFLICT OF INTERESTS

We should avoid activities where our personal interests contradict the interests of Admind. This includes situations in which personal interests impair or might impair our ability to make an objective and fair business decision, or reduce or might reduce our efficiency when performing our jobs. If we're faced with a situation where our personal or family interests may conflict with the business actions we take on behalf of Admind, we should inform and seek advice from the manager or People Experience Team.

→ RESPECT THE CONFIDENTIALITY

Any internal or confidential company information, as well as non-public information entrusted to us by employees, customers, and other partners, must be protected. Employees shouldn't disclose such information without proper authorization. Confidential information includes, but is not limited to financial data, such as sales, earnings, names, addresses, or other non-public information about our clients and partners. Employees should respect confidentiality during the term of employment and after termination.

→ FOLLOW ANTI-BRIBERY AND ANTI-CORRUPTION REGULATIONS

We should always conduct business fairly, honestly, and legally. Employees at Admind should never participate in any kind of corrupt activities and never give or accept bribes or kickbacks. While exchanging corporate gifts is a standard business practice, such actions shouldn't be excessive or very frequent as they might lead to a conflict of interest and influence or appear to influence business decisions. We should avoid any actions that create a perception that favorable treatment of outside entities by Admind was sought, received, or given in exchange for personal business courtesies, such as gifts, gratuities, meals, refreshments, entertainment, or other benefits. Employees who can influence the allocation of business or who participate in the negotiation of contracts must be particularly careful to avoid actions that create the appearance of favoritism.

→ RESPONSIBLE SUPPORT

We are proactive, aware, and involved. We always pay attention so that the organizations and causes we choose to support do their business in an equally fair, honest, and legal way. Each and all of Admind's decisions of charitable donations, sponsorships, direct or indirect political contributions, lobbying or advocacy activity, as well as other forms of involvement, are aligned with the company's DNA and consciously analyzed prior to commencement. Information regarding our support is often shared publicly so that we can increase social awareness on important matters.

→ BE SOCIALLY RESPONSIBLE

Being socially responsible is in Admind's DNA and our commitment to make a difference is central to our business. Our actions reflect our care for the environment, community, and other people. We are promoting social responsibility inside the organization by sharing knowledge and engaging in internal initiatives.

Admind is committed to building, continuously improving, and cultivating a culture of diversity, equity, and inclusion. The sum of unique talents, individual differences, life experiences, and knowledge that our employees bring to their work represents a significant part of our brand, creativity, values, and culture. We embrace our employees' differences in age, ethnicity, language, color, race, national origin, family status, gender identity or expression, physical and mental ability, religion, sexual orientation, and any other characteristics that make our employees unique and therefore valuable.

Our views on diversity, equity, and inclusion are also represented in our official Admind values, communicated internally and externally on many occasions to build awareness of our culture and our image as an employer. We don't see D&I actions as an additional activity but as an integral part of our business and social responsibility that is woven into our company strategy. Our initiatives on diversity & inclusion apply also to our practices on recruitment and selection of candidates; salary and benefits offering; professional development and training opportunities; promotion and salary raises; terminations of contracts, and other company activities. We are aware of the

barriers that still may occur and need to be reduced in the future and we are committed to challenging them whenever there will be such a need. We commit to also challenge unconscious bias. We embrace the need to continuously educate ourselves about it, to help us develop self-awareness that can impact our work, cooperation, and culture. With every initiative and opportunity, we strongly encourage our team members and leaders to learn about challenges and values related to the D&I.

Admind is dedicated to cultivating respectful communication, not only by using inclusive language practices but also by taking into consideration various factors that are important for the representation of all groups and employees. We believe that inclusion is a powerful factor for innovation and growth, and for developing creativity and inspiration. We agree that the work-life balance is the key to a supportive, fair, and productive workplace. That is why we are open to providing flexible arrangements and accommodations to answer employees' varying needs in special cases. All of Admind's employees are required to always treat others with respect. Our employees' evaluation process focuses not only on the position fit but also on the cultural and behavioral aspects. We expect all employees to reflect on their contribution to building an inclusive workplace and embracing diversity at work. During the onboarding period of our new joiners, we provide an introduction to D&I principles, actions, and values that we cultivate in Admind.

At Admind we are committed to creating a safe and enjoyable environment for everyone.

The whistleblowing policy was implemented to create a secure and comfortable space for all Admind employees to report behaviors that violate the generally applicable law or our internal regulation. Ensuring our employees work in a safe, fair, and transparent environment is very important to Admind. **We want everyone to feel comfortable speaking up if they suspect wrongful activity or misconduct and know that their report will be taken seriously.**

That's why we've created and implemented a whistleblowing policy and procedure along with safe whistleblowing reporting channels.

The whistleblowing policy regulates:

1. Procedure and secure channels for making a report
2. The clear and transparent procedure of taking actions aimed at investigating reported misconduct
3. Rules for the protection of people who make a report

Below is the graph presenting the path of reporting:

Submit the report

- The Whistleblowing Team makes an **initial assessment** to determine whether it is applicable for being handled in the whistleblowing channel.
- In the Whistlelink platform, the report is assigned a **unique case number and verification code** used for all further communication regarding the case.
- You receive a **confirmation of receipt** of the report within 7 days (use case number and code to view the message in Whistlelink)

Whistleblowing team reviews & investigates the case

- If you submit the report, you're responsible for providing **detailed information, facts, and evidence**, which will be reviewed by the Whistleblowing Team.
- The team's role is to determine **if the reported event actually occurred** and if it is supported by provided evidence.
- The Whistleblowing team might ask you to **provide additional information** to verify the case. You can also **check the progress** of the case at any time.

Get feedback

- If the team finds that the provided evidence confirms the reported event, they **notify Admind's Board** and provide recommendations for actions.
- The Whistleblowing Team gets back to you with information about **taken or planned actions and the reasons** behind these decisions.
- Throughout the whole process and investigation, **you are protected** against potential retaliation or revenge.

Energy Efficiency Movement – Case Study

8_External Sustainable Project

ENERGY EFFICIENCY MOVEMENT

In an era defined by rapid technological advancements and growing environmental concerns, the Energy Efficiency Movement unites under a common ambition – to redefine the way the world is approaching energy consumption. The Energy Efficiency Movement stands as a testament to the power of collective action and purpose-driven initiatives.

Through research, creative exploration, and collaboration, our team developed a brand identity that encapsulated the essence of the Energy Efficiency Movement. Every element, from the extensive color palette, to the dynamic representation of the Impulse, was meticulously designed to resonate with their mission.

We are honored to have played a part in shaping the visual identity of the Energy Efficiency Movement – a force dedicated to transforming aspirations into actions and fostering a more sustainable world for generations to come.

Our task was to expand the visual identity by creating additional graphic elements and rules of use. We wanted to use components such as the already existing logo and color palette. By developing them further, we were able to turn them into an inspiring story we could tell through numerous branding materials. Thanks to this, we've made the brand more coherent, positioned as an expert in its field, and perceived as innovative and creative in telling about its mission.

The Impulse was created from the need to elevate the EEM brand. Like the brand itself, it symbolizes expansion of the initiative onto new upcoming materials and digital platforms. Additionally, The Impulse embodies the spread of action that the Movers contribute to. Like a ripple effect, it indicates a willingness to act and spread positive change in every part of the world.

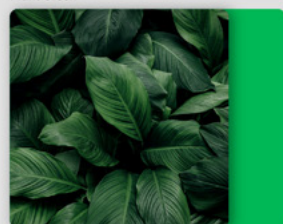
VISIT OUR ADMIND WEBSITE [↗](#)
TO SEE FULL CASE STUDY

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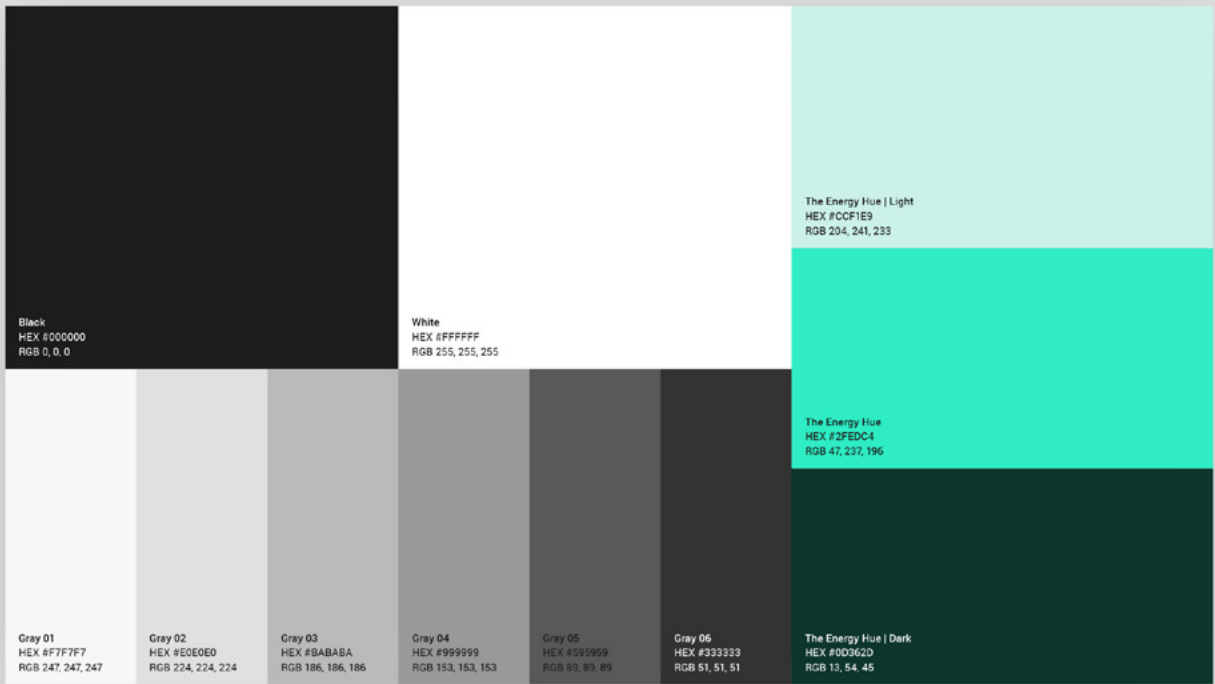
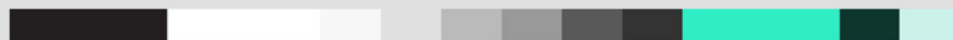
Plant Green



Ocean Blue



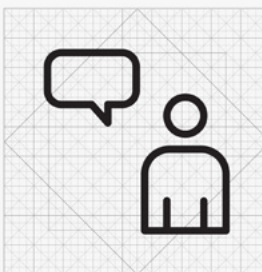
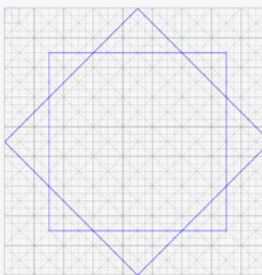
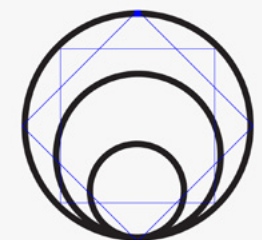
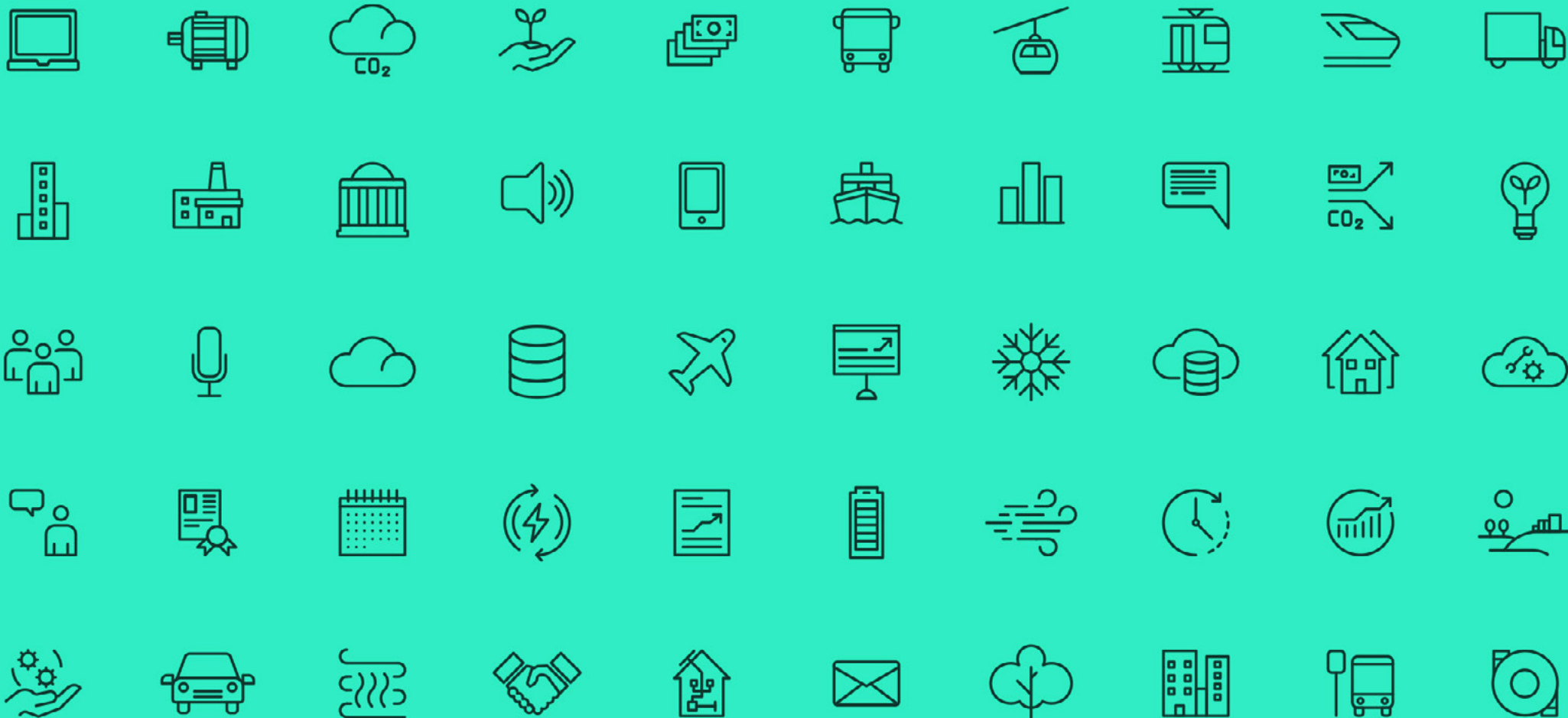
THE ENERGY HUE



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10

key actions

industry can take immediately to begin improving energy efficiency.

Energy Efficiency Movement

9:41

Tuesday, 23 June

New Mover joined!
Microsoft is an official Energy Efficiency Movement member.

High-efficiency motors and drives

JOIN THE MOVEMENT

Alfa Laval
Danfoss
DHL Group
Microsoft

Efficiency-related investment is projected to rise by a further

50%

53 15 32

To see annual progress double, investments in the sector must increase from USD 600 billion today to over

1.8

trillion USD by 2030

Rising energy bills

Download the Toolkit

Mike Umiker
Managing Director
Energy Efficiency Movement

Clean energy transitions

2030

Energy efficiency investment in 2023

VIEW THE REPORT

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The Case for Industrial Energy Efficiency

Economic and climate impacts

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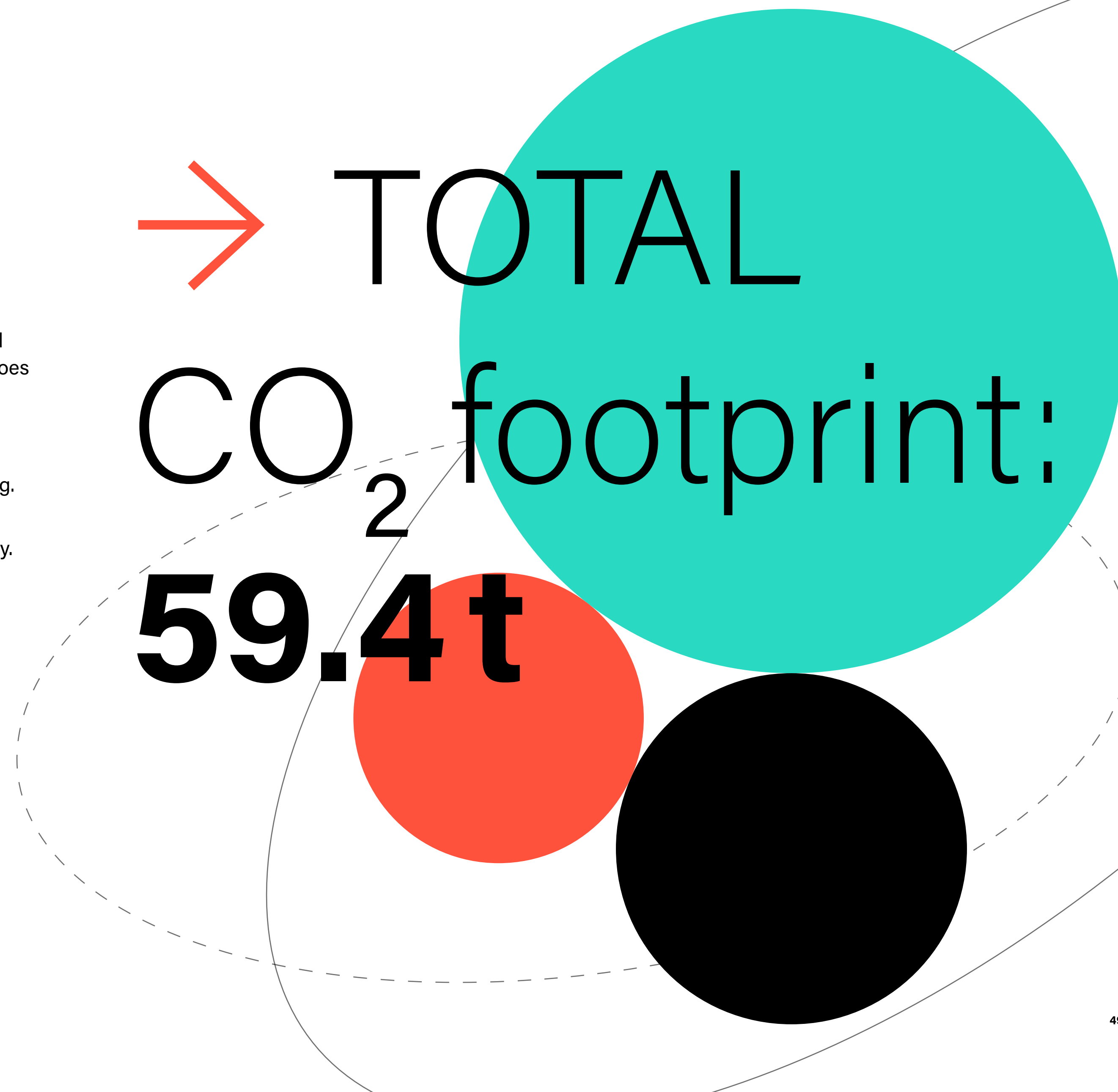
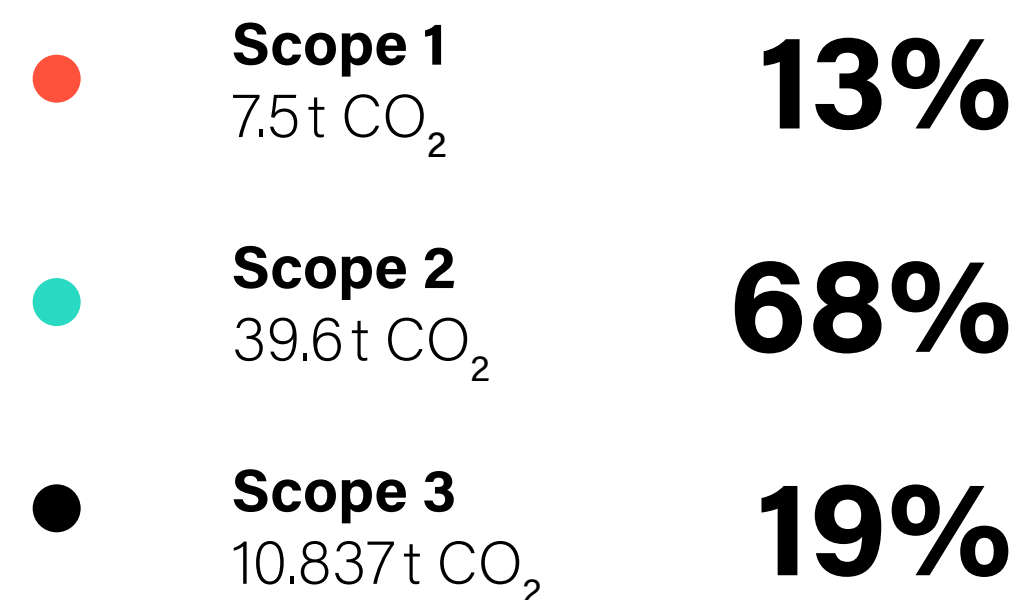
At Admind, we
measure our
environmental
footprint 🌱

9_Environmental performance

OPERATIONAL BOUNDARY FOR GHG EMISSIONS

To calculate Admind's Carbon Footprint, all relevant GHG emissions from the processes and activities occurring at the company headquartered in Krakow and division in Amsterdam are identified, and activity data is collected.

- **Scope 1**
Direct greenhouse gas (GHG) emissions result from sources controlled or owned by an organization (e.g., emissions associated with fuel combustion in boilers, furnaces, and vehicles). Admind does not own any buildings, but owns three company vehicles.
- **Scope 2**
Emissions resulting from electricity usage for activities connected to working from the offices, as well as the use of HVAC and heating.
- **Scope 3**
This scope covers employee travel, consumables, and water supply.



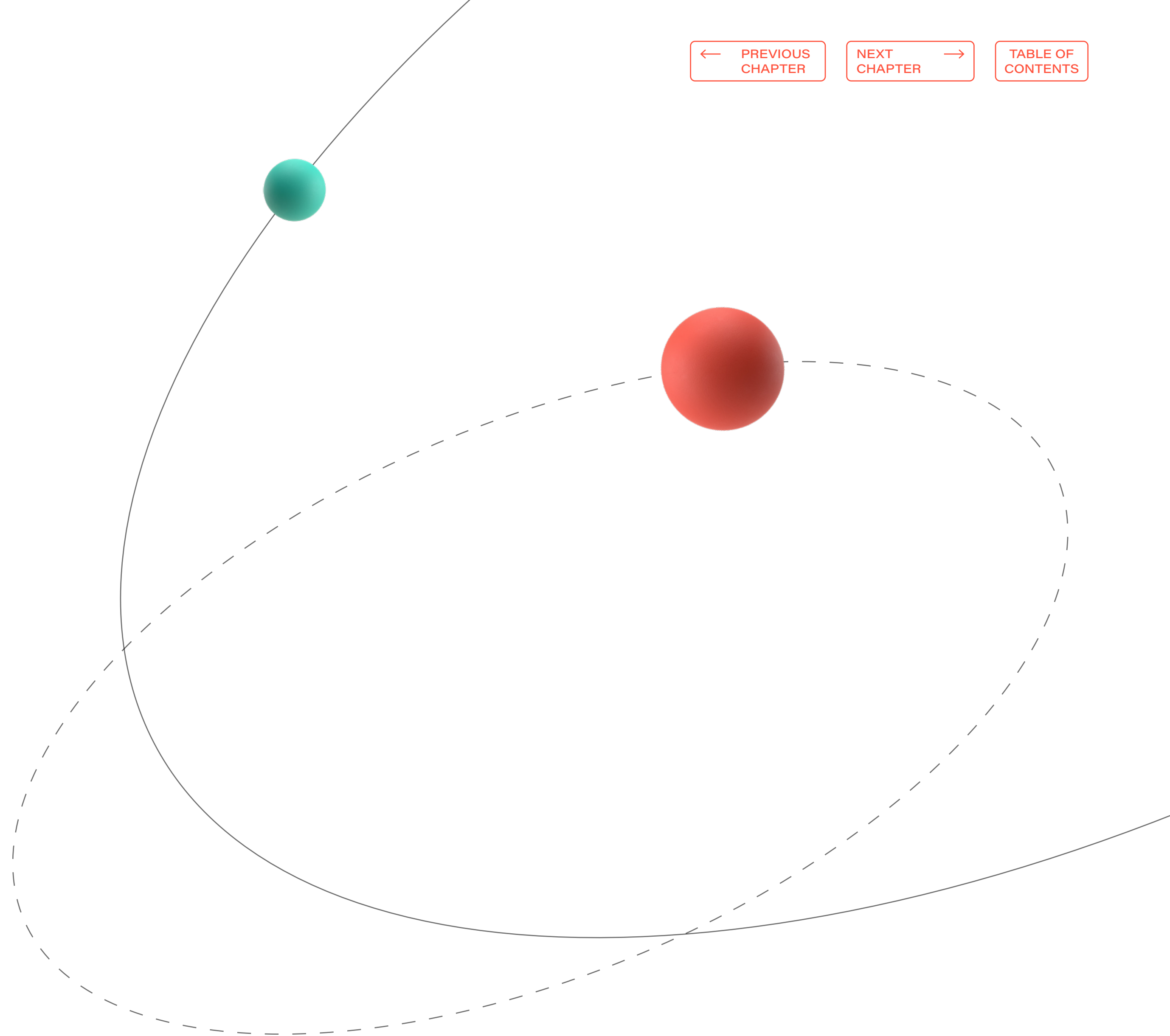
To calculate Admind's total carbon footprint, TerGo's experts have identified all relevant GHG emissions from processes and activities occurring uniquely within Admind.

The Admind team collected activity data from company actions, provided additional explanations whenever activity data was unavailable, and made recommendations for future improvements in data recording. The emission activities covered in this carbon footprint report for 2023 include direct and indirect emissions resulting from Admind's operation activities in the offices in Krakow and Amsterdam.

Emission activities include:

- Electricity consumption related to work from the office.
- Gasoline consumption related to company cars.
- Number of business trips that Admind employees had in 2023.

It is essential to highlight that, under the GHG Protocol, reporting direct and indirect emissions from purchased electricity is compulsory. As such, the experts' team collected the main activity data contributing to Admind's 2023 carbon footprint from 2 Admind offices – in Krakow and Amsterdam.



Admind emission calculations are premised on the methodology provided by the Greenhouse Gas Protocol (the GHG Protocol Corporate Standard & the Technical Guidance for Calculating Scope 3 Emissions), published by the World Business Council for Sustainable Development (WBCSD) and the World Resources Institute (WRI).

These regulations outline the way of calculating the total company carbon footprint. The emission factors were identified based on the default values adopted by the Department for Environment, Food & Rural Affairs UK (DEFRA), the national emission factor for electricity per country for employee residence, and individual and institutional research.

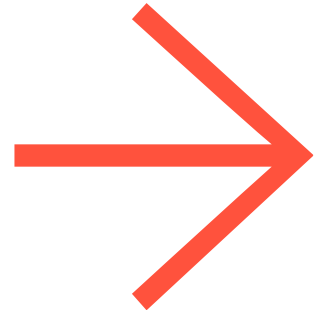
Emission factors convert activity data (such as the amount of fuel used, kilometers driven, and kilowatt-hours of purchased electricity) into a value indicating carbon dioxide equivalent (CO₂e) emissions generated by that activity.

This study accounts for all GHG emissions (CO₂, CH₄, SF₆, N₂O, HFCs) as defined by the GHG Protocol and the Paris Agreement from all work done for Admind employees as an indirect source of emissions (Scope 3) in 2023.

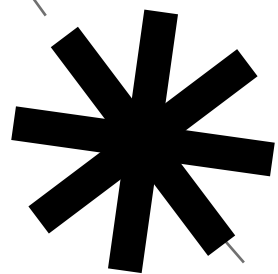
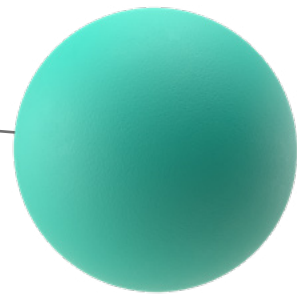
The primary unit of measurement is metric tonnes of carbon dioxide equivalents (CO₂e). Carbon dioxide equivalents of GHGs are based on each gas's global warming potential (GWP) equivalent, which compares the global warming potential of each greenhouse gas to a similar mass of carbon dioxide. This approach is adapted from the IPCC Sixth Assessment Report (AR6), 2023 (AR6); the AR6 values are the most recent (AR6, 2023). Carbon dioxide equivalents (CO₂e) are used here to express the relative global warming impact of each of the three greenhouse gases through a single unit of measure.

The list below details the total emissions from all Admind’s work-related activities in 2023. Admind’s total CO₂ equivalent amount for 2023 is 57.94 tonnes of CO₂e.

Admind’s work-related activities	Tonnes of CO ₂ e
Vehicles fuel consumption	7.5 t
Electricity	28.2 t
Heating	11.4 t
Water supply	0.004 t
Water treatment	0.004 t
Consumables	2.03 t
Business travel	8.80 t



Total:
57.94 tonnes
of CO₂e



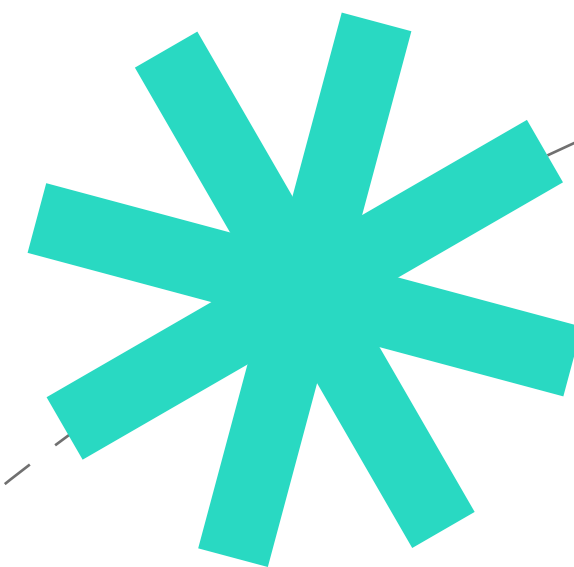
Our plan for 2024 is to reduce our CO₂ emissions by 15%.

In the coming year, we plan to optimize our office spaces, which will reduce our carbon footprint in terms of energy, gas, and water consumption. We do not plan to close offices, but we want to make efficient use of rented office spaces, so that we do not rent spaces we do not need.

We also plan to reduce the number of our business trips that are made by air transport – we want to be able to travel by public transport such as trains or buses when possible, of course.

Our goal is to use our company cars less, so we won't be buying as much gasoline as we did in 2023. We plan to reduce the number of liters of gasoline by 1000 liters.

→ reduce our
CO₂e by 15%



9_Environmental performance

ASSESSING AND REDUCING UNCERTAINTY

This section describes the parameter and model uncertainties identified and assessed.

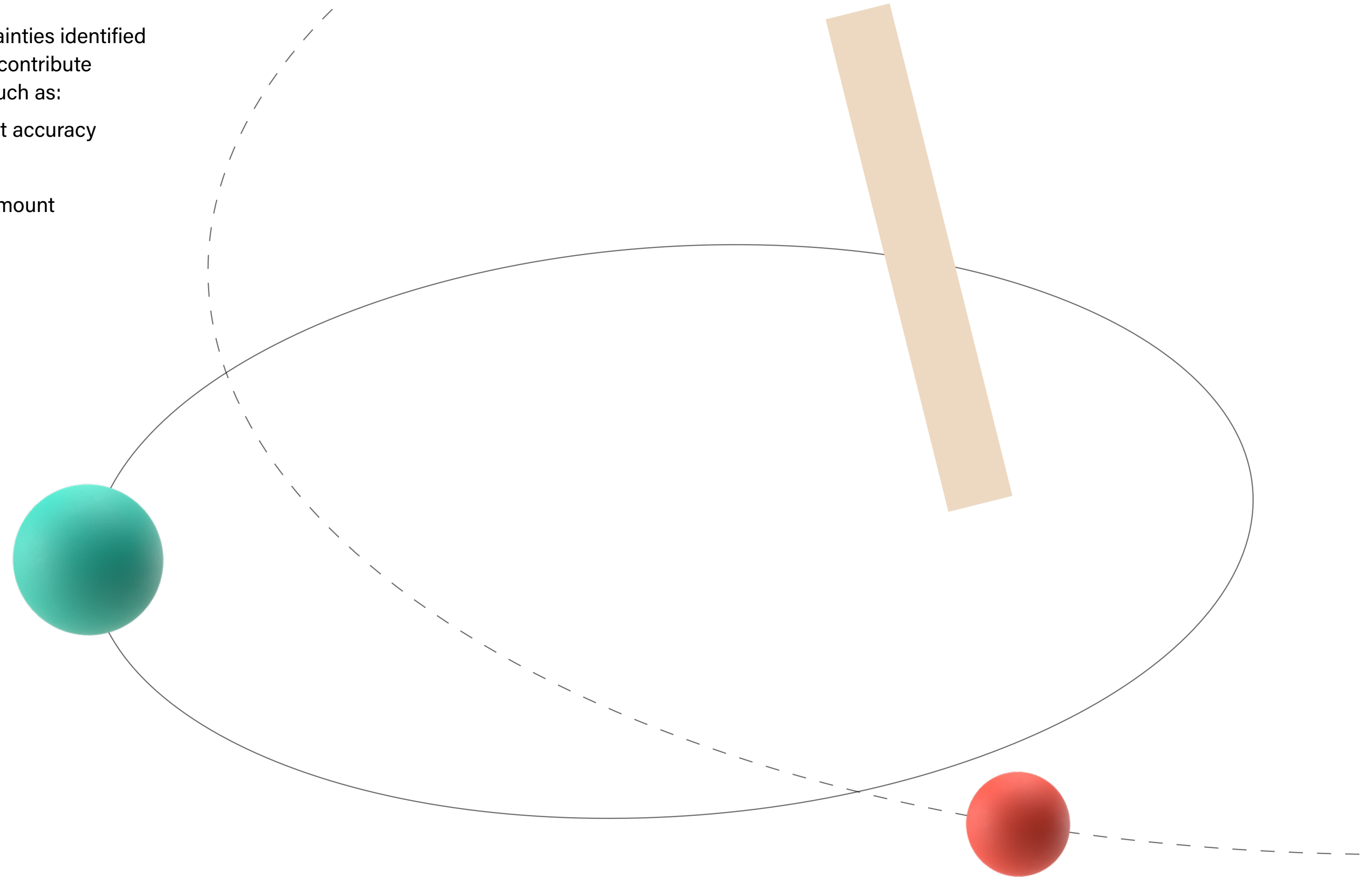
This section describes the parameter and model uncertainties identified and assessed. For example, several uncertainties could contribute to emissions measurements not being 100% accurate, such as:

- Uncertainties with electricity meters that could affect accuracy
- Uncertainties with car odometers
- Office activity uncertainties surrounding the exact amount of consumables or water usage

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9_Environmental performance

GHG INFORMATION MANAGEMENT - ROLES AND RESPONSIBILITIES

The following table outlines the roles and responsibilities that were assigned before estimating the greenhouse gas emissions inventory. Note that multiple people or a group can be responsible for a single role, and a single person can be responsible for more than one role.

Data Collection Lead

- Collecting, managing, and logging all data used to estimate GHG emissions inventory, as described in this document.
- Ensuring all data is reported to them and adheres to the specified data collection standards and quality assurance procedures.
- Ensuring that all data collection procedures in this document adhere to the relevant standards.

Finance Lead

- Collecting and reporting activity data derived from accounting records to the Data Collection Lead.
- Accurately providing financial data and figures needed in this report.

Energy Assessment Lead

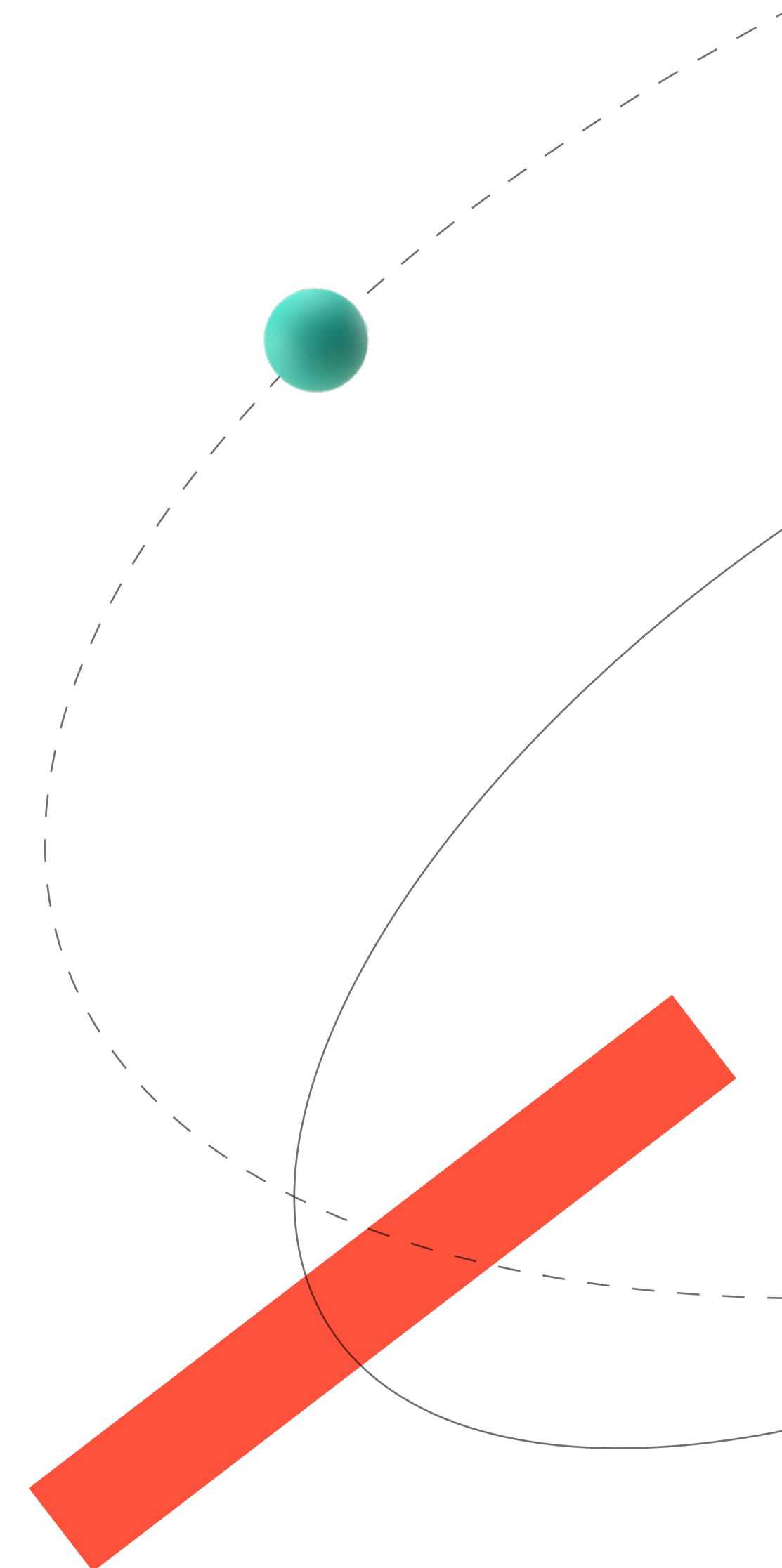
- Collecting and reporting energy use (electrical and fuel) for data collection.
- Identifying and measuring energy usage across the company.

Survey Lead

- Conducting necessary surveys, such as for employee commuting and energy usage for Scope 3 emissions.

Recording Lead

- Writing and compiling all aspects of this report.



9_Environmental performance

GHG INFORMATION MANAGEMENT - ROLES AND RESPONSIBILITIES

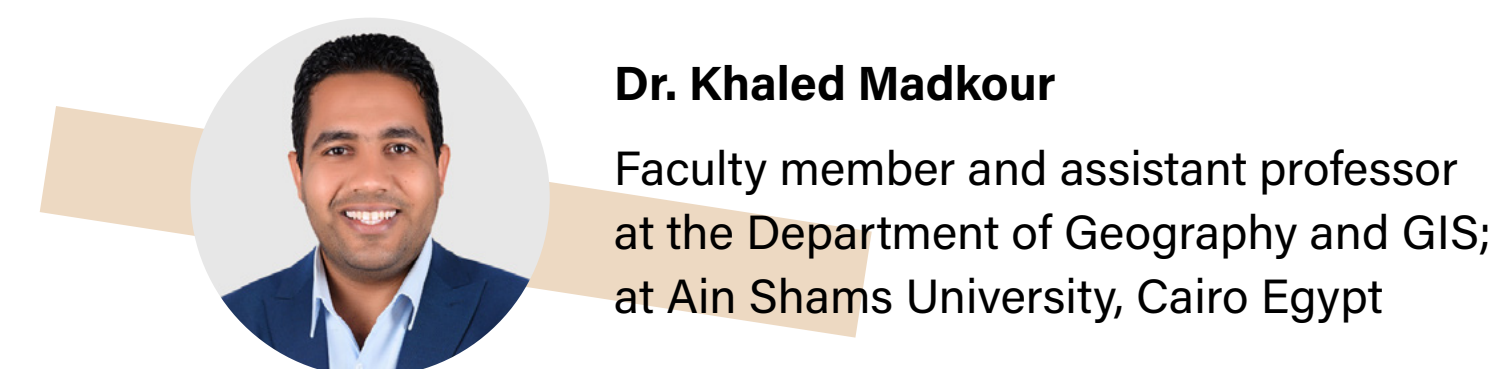
Admind



He joined Admind in 2022. Piotr holds a Master's degree in Management.

He's self-taught in Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) matters. Within the Agency, he takes on a multifaceted role, spearheading endeavors related to these areas both internally and externally. His responsibilities extend to overseeing the intricate processes involved in our B Corp Certificate. Additionally, he actively engages in initiatives supporting the entire community of certified companies and promotes the B Corp ideology among business representatives.

TerGo



He holds a Ph.D. and M.Sc in Climate Change and GHGs. He is the Head CO₂ Expert and Sustainability Specialist at TerGo, focusing on sustainability and carbon footprint reports and calculations and monitoring forest offsetting projects. Dr. Khaled is a GRI-Certified Sustainability Reporting Professional and ISSP (International Society for Sustainability Professionals) member.



Master of Culture and Media studies, she has gained considerable experience working with communication and branding agencies, as well as on cultural and artistic projects. She has worked with many cultural institutions in Poland.

9_Environmental performance

DOCUMENT RETENTION AND RECORD-KEEPING

Documentation supporting the design, development, and maintenance of Admind's yearly GHG inventory is retained to support the verification process and provide a historical record.

This task is the primary responsibility of the Data Collection Lead, Survey Lead, and Recording Lead. In determining what information needs to be retained, the following principles are applied:

- At any point in time, all past emissions inventories should be able to satisfy an audit.
- At any point in time, any past emissions inventory should be able to be recalculated from the retained records.

The following information is retained on an ongoing basis:

- The procedures, processes, and methodologies used to estimate the emissions inventory and relevant sources
- All emission factors and their sources
- All activity data and their sources
- All supporting documentation and sources
- The emissions inventory is reported at the facility level.

9_Environmental performance

VERIFICATION

This GHG Inventory and Sustainability Report was prepared by Admind's team and TerGo's team of reporting experts. The greenhouse gas assertions, including the 2023 carbon footprint, will be externally verified by an independent auditor and in a manner consistent with the requirements of the GHG Protocol standard.

SDG framework
seeks  to
synchronize 
global endeavors

10_Supporting the UN Sustainable Development Goals

The Sustainable Development Goals (SDGs) established by the United Nations (UN) offer a roadmap for global collaboration towards attaining collective well-being. Comprising 17 objectives, 169 targets, and 230 associated indicators, the SDG framework seeks to synchronize global endeavors with the objective of leaving a planet that is peaceful, healthy, and prosperous for the well-being of upcoming generations.



10_Supporting the UN Sustainable Developments Goals

Our Agency contributes directly and indirectly to all 17 SDGs, but we recognize nine SDGs that are most relevant to us.



→ SUSTAINABLE EATING

In our agency, breakfast is available every day – tailored to the diets of our employees. Everyone will find something for themselves. We also provide balanced lunches twice a week in our offices – of course lunches are tailored to the diets of our team (meat, vegan, vegetarian, gluten-free, lactose-free). We aim to order fewer dishes containing meat because we know that producing meat consumes huge amounts of water. In case there is a surplus of food after breakfasts or lunches, we ask employees to save them for the next day or take them home. If there are still meals left in our Krakow office, we donate the remaining meals to social refrigerators located in Krakow. We utilize the catering services of a local catering company that employs socially excluded individuals, the unemployed, and those struggling with mental illnesses.



→ OUR TEAM WELL-BEING

We prioritize the well-being of our employees. We offer benefits that allow them to contact psychologists free of charge. We organize workplace massages where professionals come to the offices to take care of our employees' backs, ensuring they are more relaxed. In caring for our employees' health, we provide fruits and healthy snacks in our offices.



→ KNOWLEDGE DEVELOPMENT

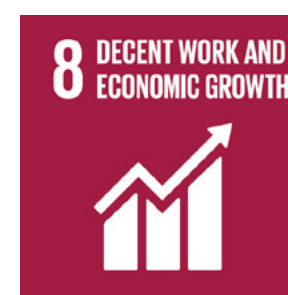
We know that our employees are highly skilled individuals, which is why we provide them with training budgets to enhance their skills and broaden their knowledge. We also organize webinars where topics related to the environment or community are discussed to keep our employees informed and engaged.

10_Supporting the UN Sustainable Developments Goals



→ EQUALITY

We provide equal opportunities for individuals; we support women who are on maternity leave or parental leave by inviting them to all events organized for employees or their children; our salary policy is transparent; positions in our agency are not sexualized; during recruitment, we do not take into account gender, race, religious or political beliefs, or sexual orientation. We have introduced Pink Boxes in the restrooms. These boxes provide individuals with pads, liners, and tampons, ensuring that those in need have access to essential menstrual hygiene products. By implementing this initiative, we aim to contribute to menstrual equity and create more inclusive environments for all.



→ WORK AT ADMIND

We conduct a performance evaluation process for our team twice a year; we offer a clear career path and development opportunities; we foster a culture of feedback, ensuring that our employees know what they are doing well and what areas they need to improve in real-time.



→ REDUCING INEQUALITIES

We allocate 1% of our income towards initiatives related to social impact areas; we partner with numerous foundations and organizations that we support on a regular basis; we host free webinars for external entrepreneurs, during which we share our knowledge.

10_Supporting the UN Sustainable Developments Goals



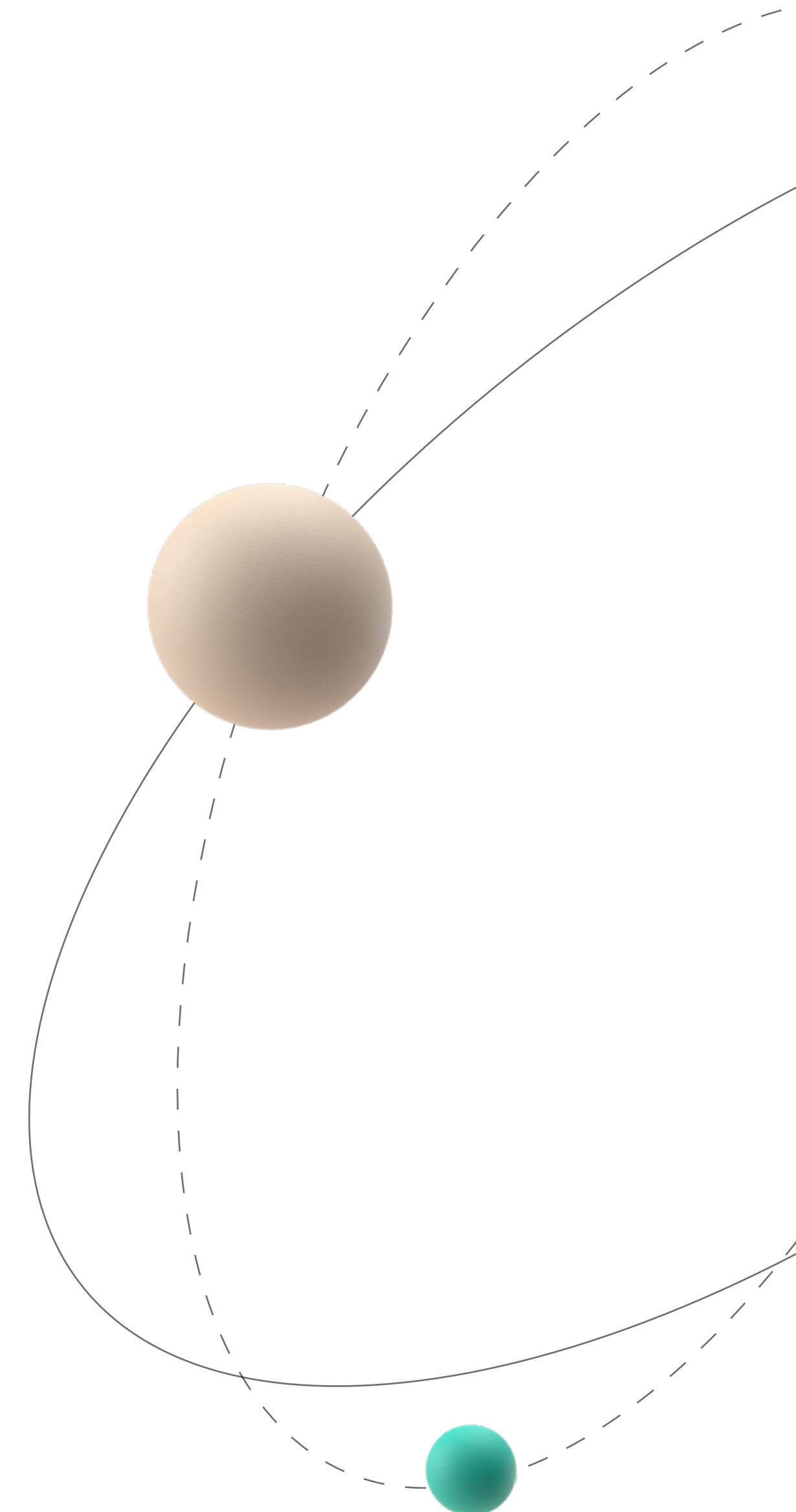
→ CONSCIOUS USE OF RESOURCES

We don't purchase bottled water; instead, we have installed filters on our taps, reducing our contribution to plastic waste; we use biodegradable envelopes and cardboard for shipping; the majority of our contracts with clients or vendors are signed electronically; thus reducing paper consumption – if we need to print out the document, we use eco paper; we minimize the use of bubble wrap and package fillers; when designing outfits or trade show booths for ourselves or our clients, we suggest using recycled or eco-friendly materials that have a significantly lower impact on the environment.



→ CLIMATE AND ENVIRONMENTAL ACTIONS

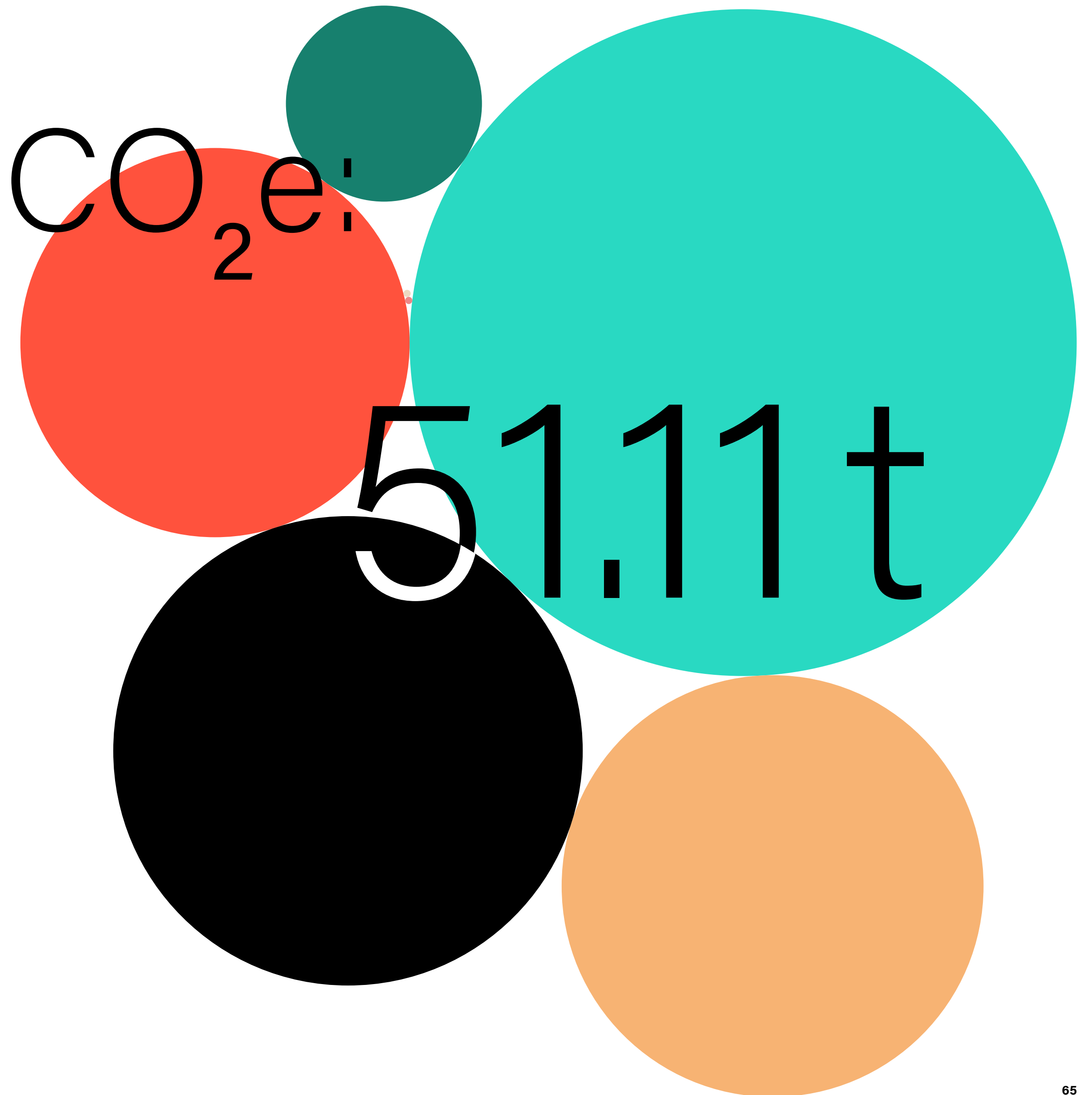
We encourage our employees working remotely to use resources thoughtfully when working; we encourage our employees to use public transportation or bicycles; we have implemented a travel policy aimed at reducing CO₂ emission within our agency; we are planning to minimize our CO₂ emissions by reducing office space, as well as decreasing water, electricity, and gas consumption; we segregate waste in our offices.



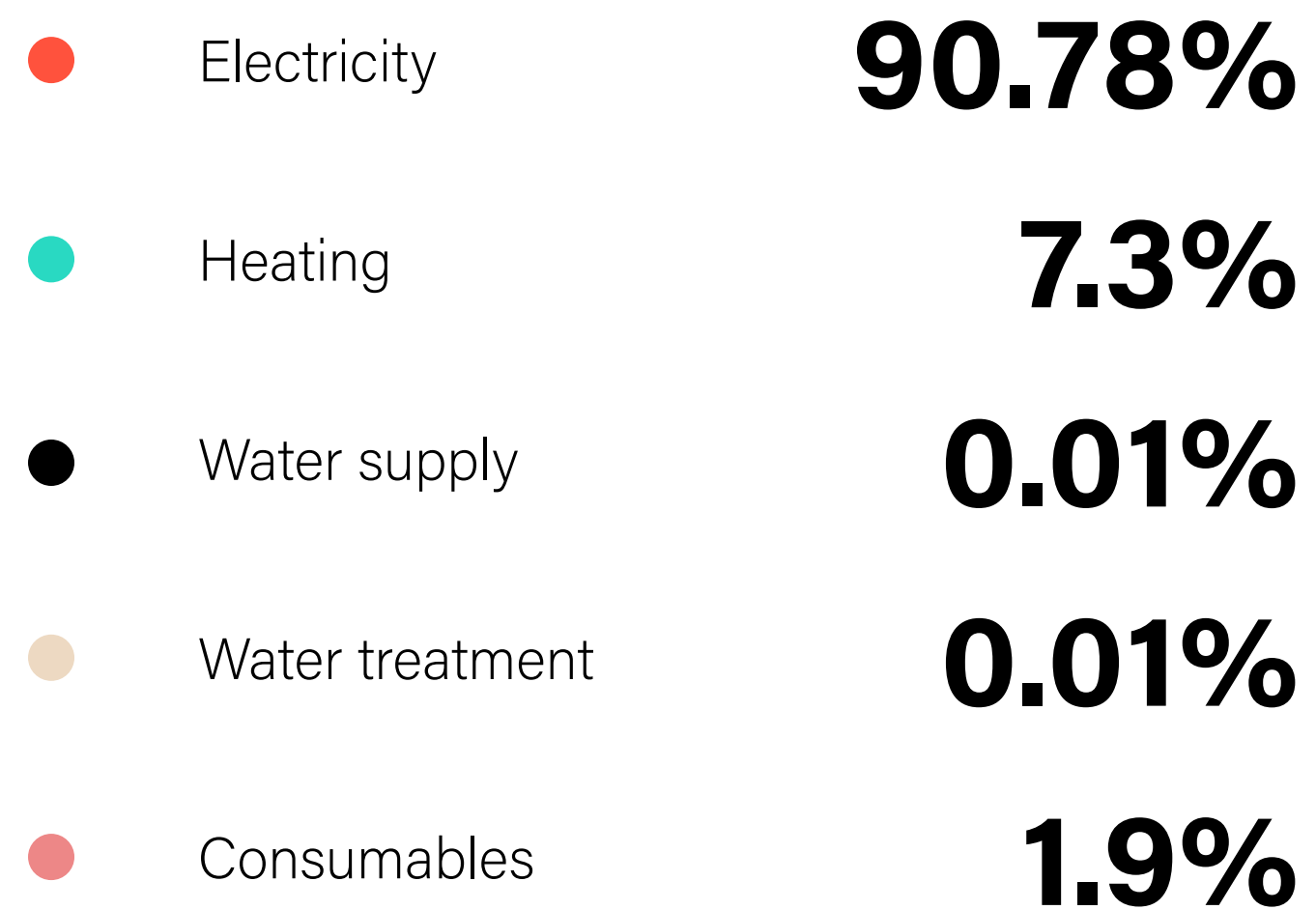
Breakdown of Greenhouse Gas Emissions at offices in Krakow and Amsterdam

Total yearly emissions of CO₂e:

● Vehicles fuel consumption	14.67%
● Electricity	43.05%
● Heating	21.33%
● Water supply	0.005%
● Water treatment	0.005%
● Consumables	3.72%
● Business travel	17.22%



Total yearly emissions of CO₂e:



6.83 t

Dear Reader,

We extend our heartfelt gratitude for taking the time to familiarize yourself with the content of our 2023 ESG Report. **Your interest and engagement in our activities are truly appreciated. At our agency, we are steadfastly committed to improving our emissions and environmental impact.** Your attention to our report underscores the importance of transparency and accountability in our journey toward sustainability.

Looking ahead, we are eager to continue this dialogue and progress. Anticipate another comprehensive report for the year 2024 as we strive to enhance our performance and contribute positively to our environment and communities.

Should you have any inquiries or require further clarification regarding our report, please do not hesitate to reach out to us via e-mail at piotr.dao@admindagency.com.

We value your feedback and are eager to address any questions you may have.

Once again, thank you for your interest and support.

Admind BRANDING AND
COMMUNICATIONS

www.admindagency.com

