

Group Environmental

Policy

Scope	All operational YouGov sites globally
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About this policy

The purpose of this policy is to document YouGov plc and all subsidiary companies (together "YouGov") commitment to reduce its impact on the environment and its contribution to climate change and continually improve our environmental performance.

All staff are expected to familiarise themselves with the contents of this policy.

The policy

1. RESPONSIBLE PERSONS

- 1.1. The Board of Directors of YouGov plc has overall responsibility for this policy.
- 1.2. The General Counsel and Company Secretary owns this policy.
- 1.3. The Head of Compliance is authorised with day-to-day oversight of this policy and will oversee a review at least once per calendar year.
- 1.4. The Sustainability team is responsible for tracking progress and any material deviations are escalated to the Board.
- 1.5. All staff are expected to comply with this policy, and any future iterations of the policy.

2. GLOSSARY

For the purposes of this policy, the following definitions shall apply:

YouGov	YouGov plc and subsidiaries globally
Supplier	Any individual or business that provides YouGov with products or services – including all suppliers, sub-contractors, and business partners, and their officers, subsidiaries, affiliates, employees, sub-contractors, agents, representatives, and consultants.
Partner	Any third-party individual or business with whom YouGov has a formal or informal working relationship. This may include (but is not limited to) a membership organization, an industry network body, or a charitable organisation to which YouGov donates money.
Environment	The natural world, as a whole or in a particular geographical area, especially as affected by YouGov's activity
E-waste	Electrical and electronic devices that can no longer be used, including (but not limited to) desktop and laptop computers, printers, routers, cables, smartphones, digital appliances and accessories.

3. COMMITMENT

- 3.1. YouGov acknowledges that its activities have an impact on the environment and a contribution to climate change, and that it has a responsibility as a responsible business to minimise this impact where possible.
- 3.2. As a minimum, YouGov commits to:
 - a) Seeking to improve its environmental performance.
 - b) Working to prevent pollution and reduce its impact on the environment.
 - c) Reducing waste, including e-waste and plastic waste.
 - d) Regularly monitoring and annually reporting on its environmental performance.
 - e) Ensuring that staff understand the environmental impact of the Company's operations and their role in managing it. Encouraging environmental practices and opportunities, where feasible.
 - f) Complying with all environmental legislation and regulations applicable to our operations including meeting our reporting obligations.

- g) Having regard to recognised voluntary environmental frameworks and industry standards relevant to YouGov's business.
- h) Supporting the goals of the Paris Agreement on climate change, and aligning with the UK's commitment to achieve net zero greenhouse gas carbon emissions by 2050.
- i) Scoping the development and implementation of a long-term strategic environmental plan, proportionate to our environmental impact.

3.3. Engagement activities: Where feasible, YouGov considers opportunities to engage with external regulators, industry bodies, and multi-stakeholder initiatives - in alignment with the goals of relevant international treaties on the environment. This may include responding to government consultations on climate policy, participating in relevant industry working groups, and recognising policy frameworks. .

3.4. YouGov has:

- a) Set measurable net-zero targets validated by the [Science Based Targets initiative \(SBTi\)](#); Progress towards these targets is annually reported publicly in the Company's Annual Report and Accounts; and
- b) Committed to the Market Research Society (MRS) Climate Pledge, as an example of external engagement aligned with international environmental and science-based frameworks.

4. EFFICIENT USE OF RESOURCES

- 4.1. Water, electricity, gas, and natural resources are to be used efficiently.
- 4.2. Global Facilities will ensure that processes are in place to use resources efficiently. This includes, but is not limited to, provision of recycling facilities, avoiding single-use plastics, and the selection of energy-efficient options where the purchase of new tools and/or products is necessary.
- 4.3. YouGov will consider environmental credentials when assessing suitability of new suppliers (see 4.1).
- 4.4. Global Facilities will implement measures to reduce energy waste and avoid light pollution where possible. This includes, but is not limited to, installing intelligent lighting (e.g., with dimmers, motion sensors, and timers), switching to LED lighting where possible, and turning off unnecessary indoor lighting (including at night or when the office is not in use).
- 4.5. Staff are expected to use resources sensibly and to minimise their own resource usage where is safe and reasonable to do so (for example, switching off monitors when not in use).

5. RESPONSIBLE PARTNERS

- 5.1. YouGov's [Business Partner Code of Conduct](#) sets expectations for environmental commitments of our suppliers and partners and the [Supplier Approval Process](#) contains an assessment of prospective key suppliers' environmental credentials including, where applicable, environmental management certification (e.g., ISO 14001), carbon reduction plans and/or SBTi commitments, and alignment with YouGov's environmental commitments.
- 5.2. When selecting products or services for regular office needs (e.g., cleaning services, catering, menstrual products, etc.) it is the responsibility of purchasing employee to ensure consideration of YouGov's environmental commitments. Preference is to be given to providers who can commit to reducing or eliminating single-use plastics in their provision of services (see 6.3).

6. WASTE

- 6.1. Staff are expected to minimise waste, including e-waste where possible (for example, considering alternatives before they print) and minimise unnecessary purchases.
- 6.2. Staff working from an office must adhere to the local recycling rules and ensure the waste is properly recycled (for example cleaning food containers before disposing to not to contaminate dry recycling). Where staff are working away from the office, recycling of office waste is encouraged so long as confidentiality obligations are maintained (for example, shredding paper waste before putting into recycling).
- 6.3. Single-use plastic materials are to be avoided in all offices, where a plastic-free alternative is available. Office-wide procurement decisions should follow the guidance for single-use plastic reduction as set by [SUPER](#),¹ YouGov's partner organisation for single-use plastic assessment and management.
- 6.4. IT equipment must be evaluated for potential usability before disposal and, where possible, should be refurbished, upgraded, or repurposed for re-sale or re-use at YouGov. Where recycling or re-use is feasible, all sensitive information must be erased from devices before transfer, in accordance with the requirements set out in the [Group Secure Disposal of Storage Media Policy](#). Devices with no further use are subject to appropriate disposal procedures according to local legislation and industry guidance.
- 6.5. All waste classified as hazardous (for example toners, batteries) must be disposed of in accordance with relevant local legislation.

7. NOISE

- 7.1 YouGov's operations are office-based and do not create noise pollution in the normal context of business.
- 7.2 Staff are expected to keep noise to a minimum when in shared or communal areas of office buildings, especially if in a residential area.

8. REPORTING

- 8.1. YouGov commits to the following:
 - a) Providing high-quality, transparent reporting on environmental impact or related topics on an annual basis as part of the Annual Report. Reporting will be in alignment with appropriate reporting frameworks as required by legislation, regulation, and industry standards which may include the reporting of global Scope 1, 2, and 3 carbon emissions, externally verified by a third party.
 - b) Providing clear and transparent updates to employees regarding environmental commitments and expectations for environmental practices. Providing updates to the Board of Directors regarding the company's environmental performance and commitments on an annual basis (at minimum).

9. RELATED POLICIES

Policy Name	Details of interaction with this policy
Group Procurement Policy	Outlines the approved procedure for procurement decisions, including expected sustainability and environmental credentials of suppliers.

¹ SUPER is a US-based NGO that works with businesses to calculate their plastic footprint and implement alternatives to reduce and ultimately eliminate single-use plastic waste.

Group Business Travel Policy	Outlines sustainability guidance for eco-friendly travel, where business travel is necessary.
Group Secure Disposal of Storage Media	Outlines procedure to ensure secure erasure of storage on equipment to allow for the recycling or re-use of equipment at YouGov.
Business Partner Code of Conduct (BPCOC)	Outlines expectations for suppliers, including appropriate environmental commitments.
BPCOC Internal Assessment Criteria	Supplemental guidance to the BPCOC to support procurement decisions based on environmental commitments, among other factors.

Scope, Monitoring and Review, Version Control

Scope

This policy covers all global employees, officers, consultants, contractors, freelancers, interns, work experience students, casual workers and agency workers (collectively referred to in this policy as “staff”) of YouGov plc and subsidiary companies.

This policy does not form part of any employee’s contract of employment and we may amend it at any time.

Monitoring and Review

The Sustainability Team will review the implementation of this policy in respect of its suitability, adequacy and effectiveness and make improvements as appropriate.

Version Control

Version	Name	Date	Changes
V1.0	Kate Humphreys (Deputy Company Secretary)	May 2021	Policy Created.
V1.1	Emily Balcombe (ESG Coordinator)	June 2022	Annual Review.
V1.2	Emily Balcombe (ESG Coordinator)	August 2022	Added reference to climate change.
V1.3	Emily Balcombe (ESG Manager)	June 2023	Annual Review.
V1.4	Emily Balcombe (ESG Manager)	February 2024	Added provisions for plastic waste and e-waste.
V1.5	Abir Qazilbash (Senior Sustainability Manager)	August 2026	Annual Review.