

Social and Environmental Impact Policy

Purpose

The objective of the Policy is to promote environmental and social sustainability in The Company. The Company believes its mandate can be effectively achieved by applying sustainable development principles to its business management.

Commitment

- i. To conduct business with transparency, fairness, and accountability with an emphasis on the growth of the Company, along with the improvement of the quality of life of employees, communities, society, and the environment, while protecting the interests of all stakeholders according to the company's vision and mission
- ii. To realize the optimal use of natural resources while minimizing impact on all stakeholders, society, communities and the environment
- iii. To be committed to conducting social and environmental responsibility activities together with stakeholders from all levels to foster social and environmental sustainability.

1. Environmental Impact

SCOPE 1

Emissions are direct emissions that are generated by sources that are owned or controlled by the Company.
(As of March 2023 the Company does not own any property or vehicle)

SCOPE 2

Emissions are indirect emissions generated from the consumption of purchased energy. The Company will implement the following strategies to reduce the SCOPE 2 emissions:

- **Increase Energy Efficiency:** By implementing energy efficiency measures, such as upgrading equipment or improving insulation, we can reduce the amount of energy required to operate your facilities and therefore reduce the indirect emissions generated by purchased energy.
- **Purchase Renewable Energy:** Purchase renewable energy from sources like wind, solar, or hydroelectric power.
- **Implement Energy Management Systems:** Implementing an energy management system that tracks our monthly electricity usage.
- **Collaborate with Suppliers:** Encourage suppliers to adopt sustainable practices and switch to renewable energy sources.
- **Participate in Green Power Programs:** Participate in green power programs, such as renewable energy certificate (REC) programs or green pricing programs, to support the development of renewable energy and reduce the indirect emissions associated with purchased energy.
- **Implement a Carbon Offset Program:**

SCOPE 3

Emissions are indirect emissions generated from sources outside of the Company's control, the Company will implement the following strategies to reduce the SCOPE 3 emissions:

- **Conduct a Lifecycle Assessment:** Conduct a lifecycle assessment yearly to identify the key sources of Scope 3 emissions in your organization's value chain.
- **Implement Sustainable Procurement Practices:** Implement sustainable procurement practices, such as selecting suppliers that prioritize sustainability and reducing waste in the supply chain.
- **Encourage Sustainable Transport:** Encourage sustainable transportation, such as encouraging the use of public transportation, electric or hybrid vehicles, and cycling, which can help reduce emissions associated with transportation.
- **Adopt Circular Economy Principles:** Adopt circular economy principles by designing products for reuse or recycling, using recycled materials, and extending the life of products.
- **Collaborate with Suppliers and Customers:** Collaborate with suppliers and customers to reduce emissions throughout the value chain.

Reducing **Scope 3** emissions requires a collaborative effort and a long-term commitment to sustainability.

The Company will publish a yearly environmental report and will educate staff and create opportunities to work together to reduce our emissions.

2. Social Impact

Community engagement is a critical component of our social responsibility policy in our Company. We recognize that we are a part of a larger community, and we have a responsibility to contribute positively to that community. Our community engagement efforts will focus on the following areas:

- **Partnerships with local/overseas organizations:** We will seek to establish partnerships with local/overseas organizations that share our values and mission. These partnerships may include educational, cultural, or social service organizations. Through these partnerships, we will work together to create mutually beneficial programs and activities that support the needs of our community.
- **Charitable causes:** We will support charitable causes that align with our values and mission. We will encourage our students, faculty, staff, and administration to participate in volunteer activities that support these causes. By supporting charitable causes, we hope to make a positive impact on the lives of those in need and inspire our community to do the same.
- **Volunteerism:** We will encourage our students, faculty, staff, and administration to volunteer their time and skills to support our community. We will provide opportunities for volunteerism within our school and also seek out opportunities for our community to serve outside of our school. By volunteering, we hope to promote a culture of service and instill a sense of responsibility in our students.

The Company's management team is open to suggestions from any staff member regarding potential charities that could receive our company's donations either in the form of monetary or training.

Our Target

1. Skilled volunteering
 - we will provide education (online learning) in Marketing, Advertising and Design to 50 under privileged communities per year in the Southeast Asia region.
2. Mentorship, coaching and consultation (mental wellness/education & career planning)
 - provide up 500 hours to youth per year in Southeast Asia Region
3. Subsidies to NGOs, Charities and Foundations
 - we offer 25% subsidy of course fee to full time employees who work for NGOs, Charities and Foundation.
4. Venue Sponsorship
 - we offer venue sponsorship up to 96hrs to charitable events (training/seminar etc)
5. Philanthropy
 - contribute 10% of annual financial earnings towards supporting youth empowerment initiatives.

Screening Practices

- **Establish criteria:** Determine the types of charities that align with the Company's values and mission. This could include causes such as education, healthcare, poverty alleviation, or disaster relief.
- **Conduct research:** Research potential charities to ensure they are legitimate and align with our established criteria. Check their financial statements, tax-exempt status, and reputation if possible.
- **Review their programs:** Assess the effectiveness and impact of the charity's programs and initiatives. Look at the number of people they have helped, the impact of their work, and the success of their projects.
- **Seek expert advice:** Consider consulting with experts in the field of philanthropy, such as lawyers, accountants, or charitable giving advisors.
- collective decisions made by employees.

Overall, our community engagement efforts will be guided by the principles of reciprocity and collaboration. We believe that by working together with our community, we can create positive change and make a meaningful impact on the lives of those around us.