

# **SCG Brand Better**

## **2024 Sustainability Report**

Soar Communications Group Limited

This report summarises SCG's environmental performance and responsible business practices for the 12 months ending 31 December 2024.

It is intended to support customer, stakeholder and tender/RFI requirements.

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<h1>WHY</h1> <p><b>WE EXIST</b> <i>Our core beliefs</i></p>	<h1>WHO</h1> <p><b>MATTERS MOST</b> <i>Our key relationships</i></p>	<h1>WHAT</h1> <p><b>WE'RE FOCUSED ON</b> <i>Our strategic priorities</i></p>	<h1>HOW</h1> <p><b>WE BEHAVE</b> <i>Our cultural values</i></p>
<p><b>VISION</b> To be the leading integrated visual communications service provider in New Zealand.</p> <p><b>PURPOSE</b> To build a profitable, robust, and sustainable business.</p> <p><b>MISSION</b> To deliver the best outcomes on our clients investment.</p>	<p><b>CLIENTS</b> Their proven end-to-end visual communications partner.</p> <p><b>TEAM</b> The place for committed, forward-thinking team players to shape the future of visual communications.</p> <p><b>PARTNERS &amp; SUPPLIERS</b> The strategic partner of choice</p> <p><b>INDUSTRY</b> The ones to watch.</p> <p><b>COMMUNITY</b> A genuine contributor to New Zealand.</p>	<p><b>CLIENT SUCCESS</b> To understand and exceed our clients expectations.</p> <p><b>BRAND POSITIONING</b> A distinctly innovative visual communications company, focused on driving client success through excellent work, committed to sustainability and our communities.</p> <p><b>OPTIMAL WORKFLOW</b> An insatiable drive to do things better.</p> <p><b>CAPABILITY &amp; CULTURE</b> To develop the capability and culture to realise our strategic aspirations.</p>	<p><b>CUSTOMER CENTRIC</b> Everything we do has our clients front and centre.</p> <p><b>CURIOSITY</b> An unrelenting passion to find new ideas and ways of thinking.</p> <p><b>COLLABORATION</b> The scope of what we can collectively think, make and do is unparalleled.</p> <p><b>WORK SMART</b> We do things better, smarter and faster which delivers happy clients and a healthy margin.</p> <p><b>CRAFT &amp; PRIDE</b> We have the skills, desire and character to deliver excellence.</p> <p><b>SUSTAINABILITY</b> We do the right thing for the community, the planet and our business.</p> <p><b>WE WALK THE TALK</b> Talk is cheap. We measure in actions.</p>

## 1. About SCG and this report

Soar Communications Group Limited (SCG) is an end-to-end printing, publishing, warehousing and distribution business in New Zealand.

Operations include pre-press, printing, finishing, packing, storage and distribution, with sales offices in Auckland and Hamilton.

SCG has been on an active sustainability journey for around two decades and participates in industry initiatives including the Climate Leaders Coalition and Ad Net Zero (foundation supporter).

### Reporting period and scope

This Sustainability Report covers Calendar Year 2024 (1 January 2024 to 31 December 2024). The report focuses on carbon emissions, electricity, fuel, waste and water. Environmental data is drawn from SCG’s operational tracking (monthly consumption records) and SCG’s 2024 greenhouse gas emissions inventory.

In 2024, SCG kept doing the unglamorous work that moves the needle: measuring what we emit, reducing what we can, and being transparent about the rest.

Our greenhouse gas inventory covers 1 January–31 December 2024 and is prepared to ISO 14064-1:2018 under the Toitū net carbonzero programme, so our reporting is built on evidence, not vibes. Our commitment is to cut absolute Scope 1 and 2 emissions 46.10% by 2030 (from our 2019 base year), while embedding environmental management, responsible sourcing, and waste reduction across how we operate. Our total measured emissions were 255.43 tCO<sub>2</sub>e (market-based).

***Our headline achievement for 2024 was Mandatory emissions (Scope 1 & 2) of 67.36 tCO<sub>2</sub>e which is a 53% reduction compared with 2019 baseline.***

***This means we have hit our 2030 SBTi aligned target 6 years earlier.***

## SERVICE OFFERING



### Assurance and standards

Greenhouse gas (GHG) emissions are reported using a market-based method for Scope 2, aligned to SCG’s reporting approach since its 2019 inventory. Purchased electricity emissions are also dual-reported using the location-based method for transparency.

SCG maintains ISO 14001:2015 certification for its environmental management system and ISO 9001:2015 certification for its quality management system.

<b>Certification</b>	<b>System</b>	<b>Registration</b>	<b>Validity</b>
ISO 14001:2015	Environmental Management System	Telarc Registered No. 170	Current registration 20 Jun 2024 – expires 19 Jun 2026
ISO 9001:2015	Quality Management System	Telarc Registered No. 898	Current registration 20 Jun 2024 – expires 19 Jun 2026

## 2. CY24 performance highlights

- **Mandatory emissions (Scope 1 & 2): 67.36 tCO<sub>2</sub>e 53% reduction compared with 2019 baseline (Category 1 + 2).**
- Carbon emissions (CY24): 255.86 tCO<sub>2</sub>e total gross emissions (market-based) – approximately **30% lower than 2023.**
- Electricity: **15.5% reduction in electricity** consumption since 2021.
- Fuel: **45% reduction in fuel** consumption since 2021, with ~70% of the fleet electrified.
- Waste: **16% reduction in waste to landfill** from 2023; 80% diverted to recycling in 2024 (by weight).
- Water: **47% reduction in water consumption** since 2019; 2024 water use was 1,613 kL.

Indicator	CY24 result	Notes / source
Total gross emissions (market-based)	255.86 tCO <sub>2</sub> e	Toitū net carbonzero emissions inventory (CY24)
Scope 1 emissions (direct)	67.36 tCO <sub>2</sub> e	Mobile combustion and other direct sources
Scope 2 emissions (market-based)	0.00 tCO <sub>2</sub> e	Carbonzero certified electricity factor
Scope 2 emissions (location-based)	123.37 tCO <sub>2</sub> e	NZ grid average (for dual reporting)
Waste to landfill	166.3 tonnes	2024 waste tracking
Recycling diversion rate	80% - 663.4 tonnes diverted	2024 waste tracking
Water consumption	1,613 kL	2024 water tracking

### 3. Planet: carbon, energy, fuel, waste and water

#### 3.1 Carbon emissions

SCG measures and manages its greenhouse gas emissions annually. For CY24, total gross emissions were 255.86 tCO<sub>2</sub>e using the market-based approach.

SCG’s mandatory emissions (direct emissions and imported energy) have reduced by approximately 53% compared with the 2019 baseline. Key operational initiatives include fleet electrification and ongoing monitoring of energy, fuel, waste and water through a centralised tracking process.

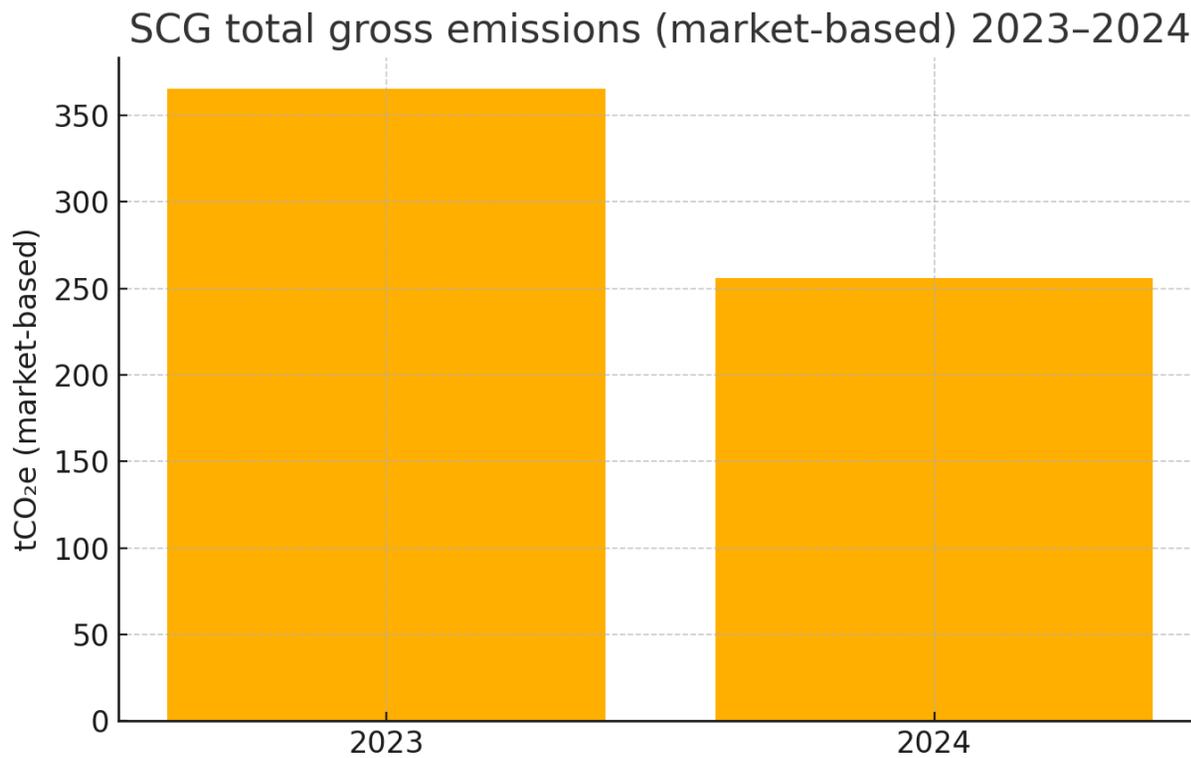


Chart: Total gross emissions (market-based) – 2023 vs 2024

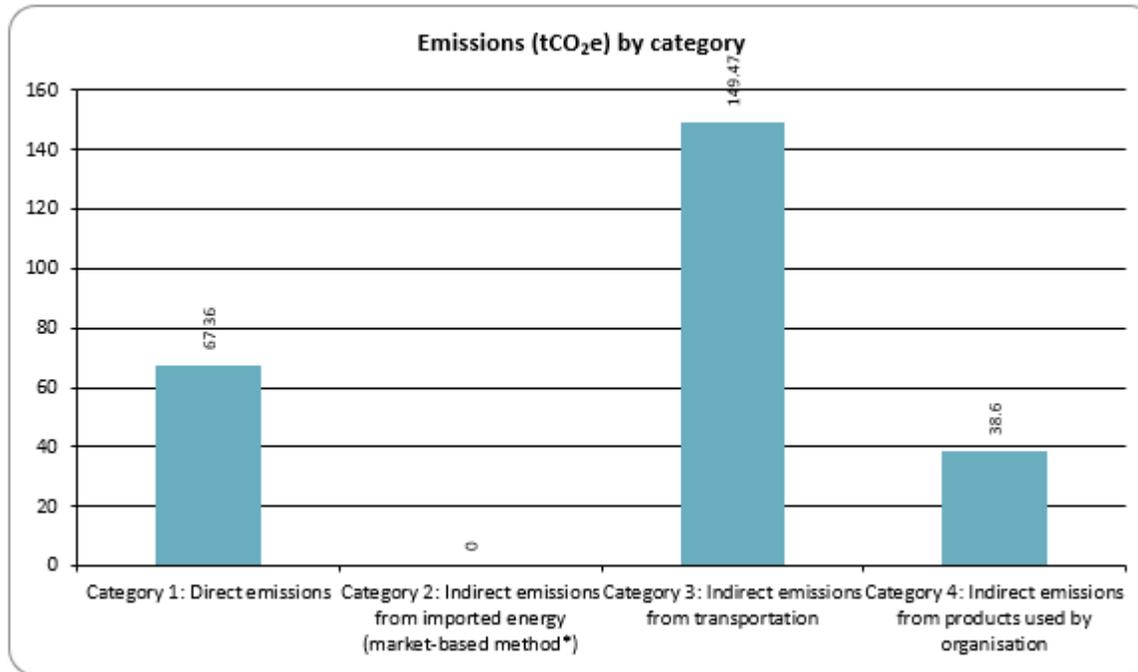


Chart: Emissions breakdown (market-based) – CY2024

Emissions category	tCO <sub>2</sub> e	Examples / inclusions
Scope 1 – Direct emissions	67.36	Mobile combustion and other direct sources (company vehicles)
Scope 2 – Imported energy (market-based)	0.00	Carbonzero certified electricity
Scope 3 – Category 3 (indirect emissions from transport)	149.47	Downstream emissions associated with transport (freight/staff commuting)
Scope 3 – Category 4 (indirect emissions from product used)	38.6	Waste to landfill
Total gross emissions (market-based)	255.86	

Electricity-related emissions are dual-reported: the location-based method reflects the average emissions intensity of the grid, while the market-based method reflects supplier choice and contractual instruments. In CY24, Scope 2 emissions were 123.37 tCO<sub>2</sub>e location-based and 0.00 tCO<sub>2</sub>e market-based.

**Emissions intensity (selected metrics)**

<b>Metric</b>	<b>CY24 result</b>
Gross emissions per FTE	2.02 tCO <sub>2</sub> e/FTE
Mandatory emissions per FTE	1.33 tCO <sub>2</sub> e/FTE
Gross emissions per \$M operating revenue	5.96 tCO <sub>2</sub> e/\$M
Mandatory emissions per \$M operating revenue	3.91 tCO <sub>2</sub> e/\$M

Carbon emissions – SCG figures



# CARBON EMISSIONS

53% REDUCTION IN MANDATORY SCOPE 1 AND 2 EMISSIONS COMPARED TO 2019 BASE YEAR

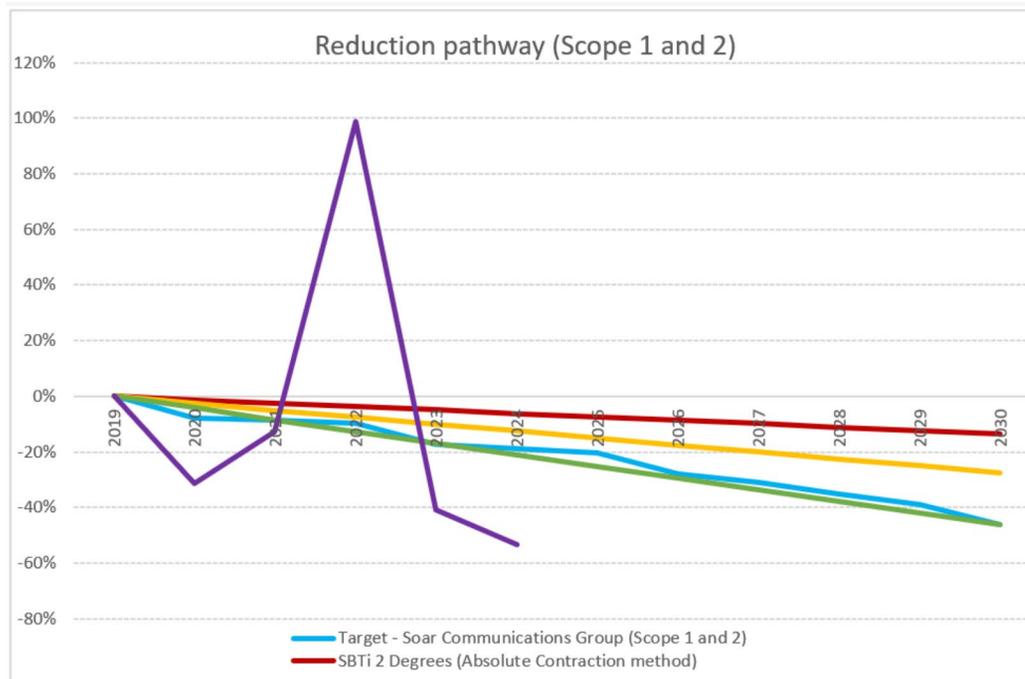


Figure: SCG carbon emissions overview (source: SCG annual sustainability figures, 2024)

### 3.2 Electricity

SCG tracks electricity consumption across its operational sites and uses this information to identify efficiency opportunities and support emissions reduction activities. SCG reports a 15.5% reduction in electricity consumption since 2021.



# ENERGY CONSUMPTION

15.5% REDUCTION IN ELECTRICITY CONSUMPTION SINCE 2021

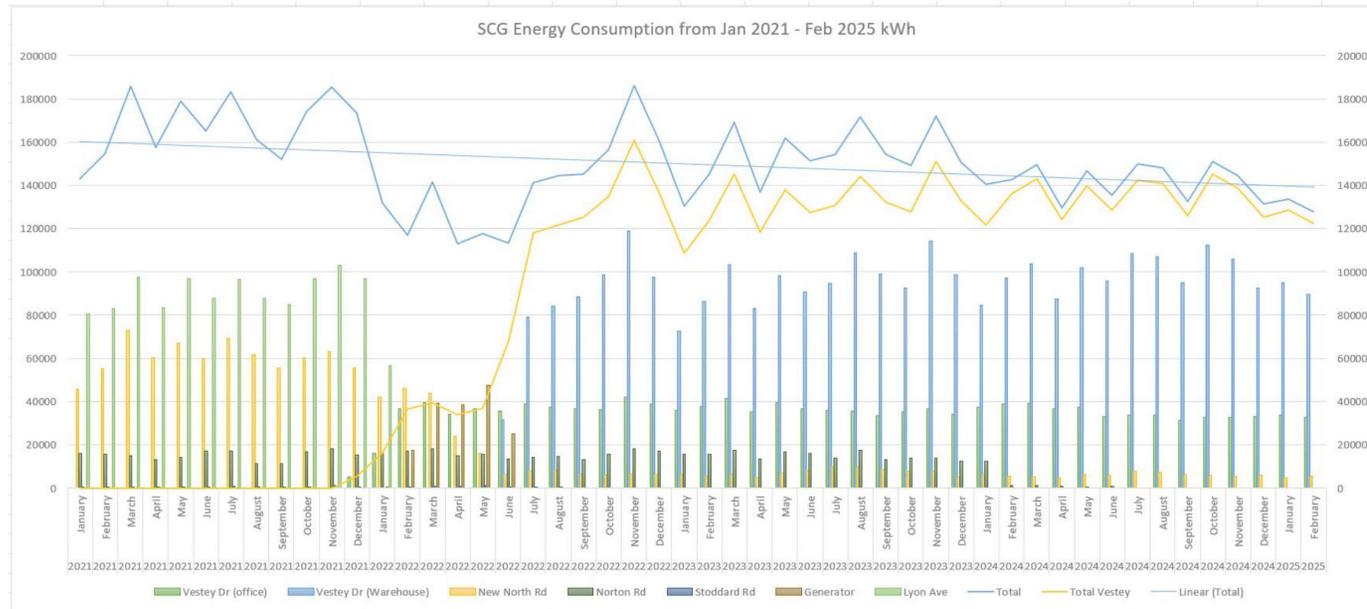


Figure: Electricity consumption trend (source: SCG annual sustainability figures, 2024)

### 3.3 Fuel and fleet

Fleet fuel use is a significant driver of Scope 1 emissions. SCG has continued its fleet electrification programme and supports employee transition to cleaner transport through engagement and onsite charging capability.

SCG reports a 45% reduction in fuel consumption since 2021 and approximately 70% of the fleet electrified.



## FUEL CONSUMPTION

45% REDUCTION IN FUEL CONSUMPTION SINCE 2021  
70% OF THE FLEET ELECTRIFIED

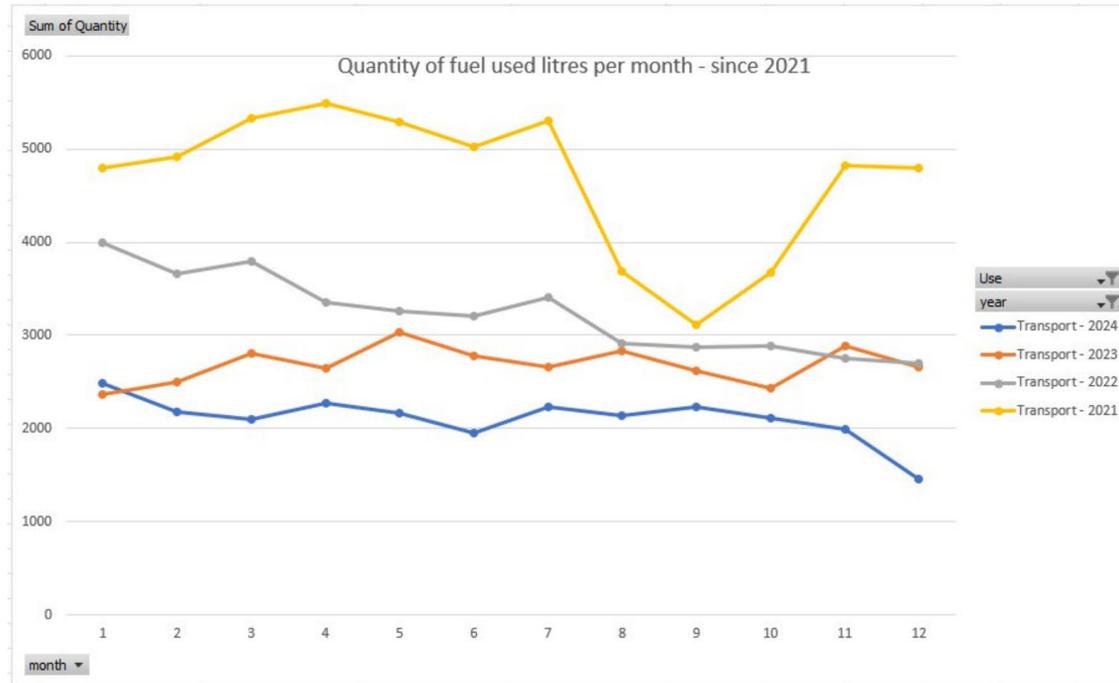


Figure: Fuel consumption trend (source: SCG annual sustainability figures, 2024)

### 3.4 Waste

SCG operates multiple recycling streams to divert material from landfill. In 2024, SCG reports a 16% reduction in landfill waste compared with 2023 and an 80% recycling diversion rate.

### SCG waste destination (tonnes): recycling vs landfill

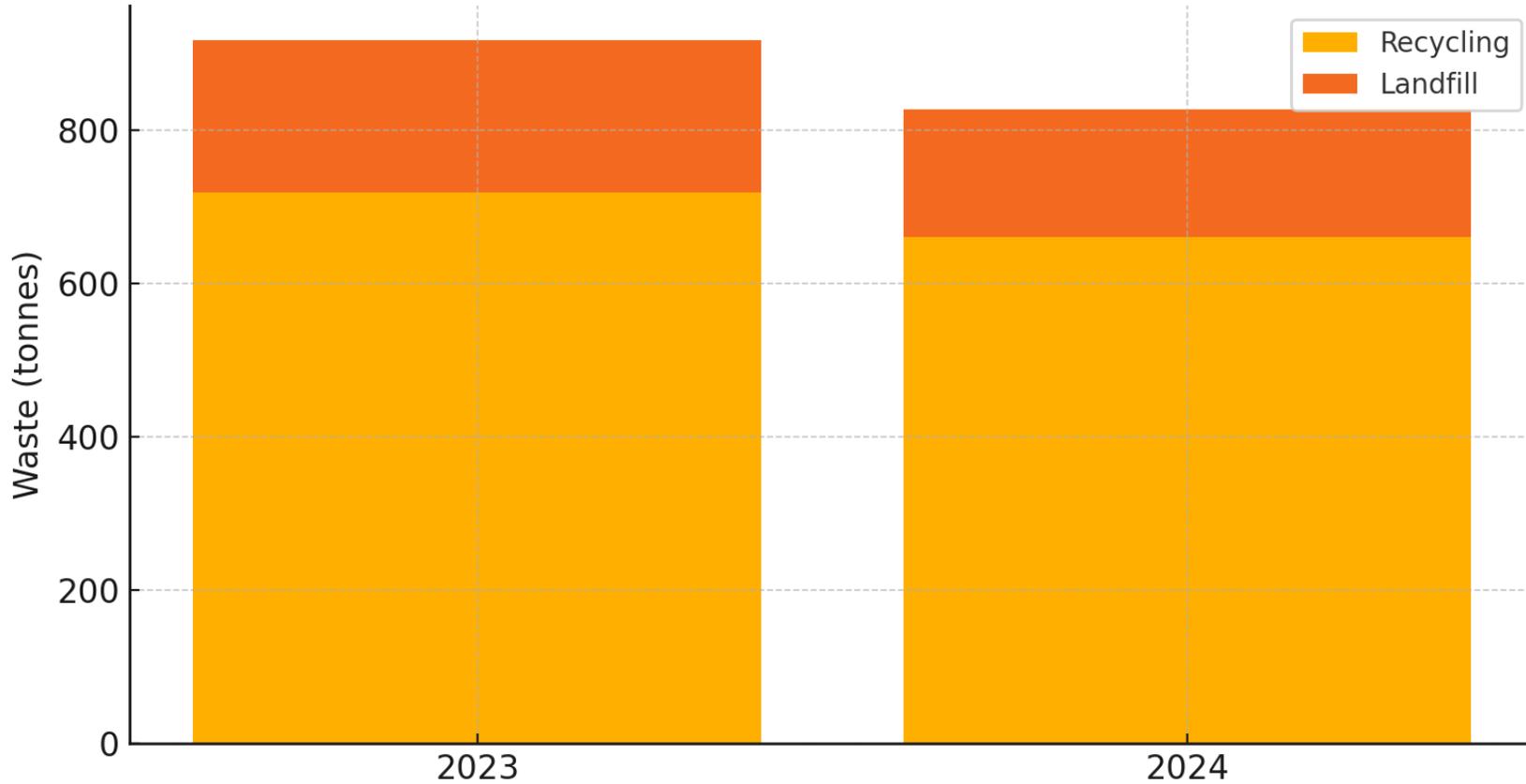


Chart: Waste destination – recycling vs landfill (2023 vs 2024)

Waste stream data (tonnes)

Waste stream	Contractor	2024 (t)	2023 (t)	Annual variance
Landfill	<a href="#">Enviro NZ</a>	166.3	197.9	84%
Recycling-Cardboard	<a href="#">Reclaim</a>	85.1	100.4	85%
Recycling-Paper	<a href="#">Reclaim</a>	514.3	560.7	92%
Recycling-Wood	<a href="#">Enviro NZ</a>	14.8	19.4	76%
Recycling-Metal	<a href="#">Endless Metals</a>	25.8	30.0	86%
Recycling-Compost	<a href="#">Reclaim</a>	0.4	0.7	55%
Recycling-Plastic	<a href="#">Reclaim/KirbyCo</a>	19.4	7.4	262%
Recycling-Containers	<a href="#">Reclaim</a>	0.6	0.3	228%
<b>Total recycling</b>		<b>660.4</b>	<b>719.0</b>	<b>92%</b>
<b>Total by-product</b>		<b>826.1</b>	<b>916.6</b>	<b>90%</b>
Recycling % of total		80%	78%	

# TOWARDS ZERO WASTE

16% REDUCTION IN LANDFILL FROM 2023  
80% DIVERTED TO RECYCLING

Tonnes	2024	2023	annual variance
Landfill	166.3	197.9	84%
Cardboard	85.1	100.4	85%
Paper	514.3	560.7	92%
Wood	14.8	19.4	77%
Metal	25.8	30.0	86%
Compost	0.4	0.7	60%
Plastic	19.4	7.4	261%
Containers	0.6	0.3	200%
<b>total recycling</b>	<b>660.4</b>	<b>719.0</b>	<b>92%</b>
Total by-product	826.1	916.6	90%
recycling % of total	80%	78%	



Figure: Waste streams table (source: SCG annual sustainability figures, 2024)

### 3.5 Water

SCG promotes water conservation and sustainable water use throughout operations. The SCG Sustainable Water Policy highlights initiatives across people, assets and community, including staff training, reviewing procurement and capital investment decisions, and maintaining emergency response plans to mitigate risks.

In 2024, SCG used 1,613 kL of water. This represents a 47% reduction compared with 2019.

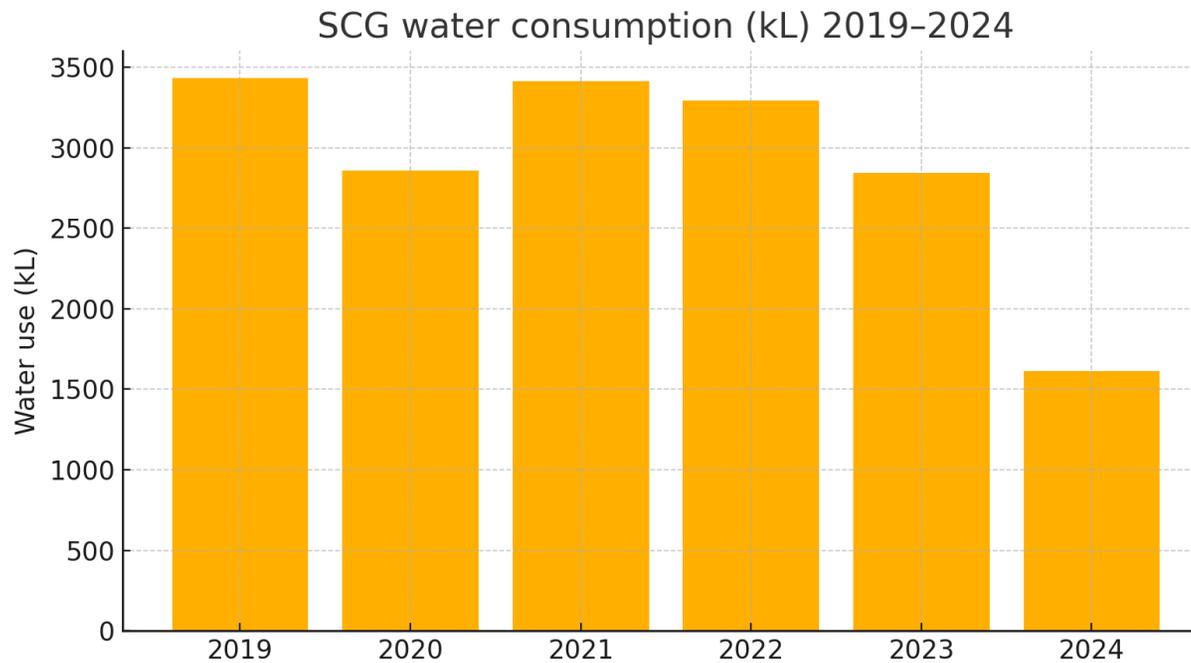


Chart: Water consumption (kL) 2019–2024

Year	Water use (kL)
2019	3,431
2020	2,856
2021	3,415
2022	3,292
2023	2,842
2024	1,613

## SCG SUSTAINABLE WATER POLICY

- Our People - train our staff by promoting water conservation and sustainable water use throughout our operations.
- Our Assets - by regularly reviewing our procurement policies and capital investments and maintaining our emergency response plans to mitigate risks to our operation.
- Our Community - Ensure we play our part to minimize the risks of environmental harm from spillages and wastewater contamination



Figure: SCG sustainable water policy (source: SCG annual sustainability figures, 2024)

## 4. Responsible sourcing and supply chain compliance (FSC / PEFC)

SCG supports responsible sourcing through chain-of-custody certifications that help customers specify paper and print products from certified and traceable sources.

### FSC® Chain of Custody (CoC)

SCG holds a multisite FSC® Chain of Custody certificate (Certificate No. CERT-0150990; FSC Code SAI-COC-001105). The certificate scope covers tracking of wood-based material for printed materials and paper stationery, with FSC claims including FSC 100%, FSC Mix and FSC Recycled.

Certification effective date: 29 March 2023; expiry date: 28 March 2028.

### PEFC Chain of Custody (CoC)

SCG holds PEFC Chain of Custody certification for printed material (Certificate No. CERT-0136068; PEFC CoC No. SAI-PEFC-1614569). The system used is physical separation, supporting traceability of certified forest-based products.

Certification effective date: 30 November 2020; expiry date: 29 November 2025.

### Labour regulation compliance and ethical supply chain management

SCG's ESG framework includes Human Rights and Modern Slavery policies that set expectations for ethical labour practices across SCG operations and third parties. Key supply chain controls include:

- Supplier due diligence for higher-risk industries/countries using the Walk Free Global Slavery Index and SCG's ESG matrix and monitoring procedures.
- Annual supplier surveys, evaluations and reviews undertaken by senior management.
- Outwork suppliers are required to sign annual declaration statements aligned to FSC core labour requirements.
- A stated zero-tolerance approach to modern slavery and human trafficking, with an escalation process that may include contract review, suspension or termination, and reporting to certifying bodies where appropriate.
- Staff training on modern slavery risks using Walk Free resources.

## 5. Governance, ethics and policies

SCG's governance framework includes policies and controls to support ethical behaviour, responsible procurement, and compliance with applicable laws and standards.

### Procurement and responsible purchasing

SCG's Procurement Policy sets clear standards for how purchasing decisions are made and documented. The policy is designed to support transparency and accountability and includes sustainability considerations.

- Promotes full documentation, transparency and “full and open competition” among vendors, considering total cost of ownership and product life cycle.
- Preference, where practical and economically feasible, for products and services that conserve natural resources, protect the environment and are energy efficient.
- Business cases for major purchases consider (where applicable) total life cycle carbon emissions, energy and water efficiency, and health and safety considerations.
- Conflict of interest requirements: staff must avoid actual or perceived conflicts and disclose any potential conflicts to their manager.
- Gifts and gratuities control: officers, directors, employees or agents must not solicit or accept gifts or benefits with a value greater than \$50; gifts must be recorded in the gifts register.

### Gifts, products and travel (ethical conduct)

SCG's Receiving Gifts, Products or Travel Policy is intended to protect employees by assisting compliance with ethical obligations and reducing the risk of perceived influence.

- All gifts (except perishables) are required to be registered; the register forms part of the audit process when necessary.
- Offers to pay for travel-related expenses must be reviewed and approved by the Joint Managing Directors and disclosed under the Gift and Entertainment Disclosure Procedure.
- The policy includes criteria to ensure travel is business-related, appropriate in context, complies with laws and customs, and avoids side trips or vacation destinations.

### Environmental management and continual improvement

Under SCG's ISO 14001 certified Environmental Management System, environmental performance is monitored and reviewed. SCG maintains a consumption spreadsheet tracking key resources (energy, water, fuel and waste) and uses an emissions calculation portal to support reporting and engagement.

6. Appendices

**Appendix A: Historical emissions by category (market-based)**

Year	Cat 1 Direct (tCO <sub>2</sub> e)	Cat 2 Imported energy (tCO <sub>2</sub> e)	Cat 3 Transport (tCO <sub>2</sub> e)	Cat 4 Products used (tCO <sub>2</sub> e)	Total gross (tCO <sub>2</sub> e)
2019	131.67	11.6	35.39	20.81	199.47
2020	88.39	9.01	18.7	24.97	141.07
2021	115.18	11.69	24.34	33.49	184.7
2022*	286.18	0.0	169.75	51.08	507.01
2023	85.28	0.0	233.34	45.71	364.33
2024	67.36	0.0	149.89	38.6	255.86

*2022\* Soar Print and ICG merge to create SCG*

**Appendix B: Key certifications**

Certification	Reference	Validity
FSC® Chain of Custody	CERT-0150990 / SAI-COC-001105	Effective 29 Mar 2023 – Expiry 28 Mar 2028
PEFC Chain of Custody	CERT-0136068 / SAI-PEFC-1614569	Effective 30 Nov 2020 – Expiry 29 Nov 2025
ISO 14001:2015	Telarc Registered No. 170	Current registration 20 Jun 2024 – Expiry 19 Jun 2026
ISO 9001:2015	Telarc Registered No. 898	Current registration 20 Jun 2024 – Expiry 19 Jun 2026

**Sources**

Key data and statements in this report are drawn from the following SCG documents and certifications: SCG Annual Sustainability Figures (2024), Toitū net carbonzero Emissions Inventory and Management Report (12 months to Dec 2024), SCG ESG Policies (including Human Rights and Modern Slavery), SCG Procurement Policy, SCG Receiving Gifts Policy, FSC® and PEFC Chain of Custody certificates, and ISO 14001 / ISO 9001 certificates.