ECHO HOUSE | ABRIDGED KPI REPORT 2025

ECHO HOUSE®

Echo Studios Limited

ecovadis

SUSTAINABLE DEVELOPMENT GOALS

1. INTRODUCTION

This report underscores Echo's dedication to becoming an industry leader in sustainable operations. We recognise our responsibility to align our practices with our Corporate Social Responsibility (CSR) commitments, which we monitor and uphold through a robust set of Key Performance Indicators (KPIs).

At Echo, we believe that it is essential to maintain our position at the forefront of sustainable innovation. By regularly reporting on our KPIs, we not only celebrate our achievements but also hold ourselves accountable—ensuring that areas for improvement are identified and addressed proactively.

The UN Global Compact (2015) defines CSR as a company's ability to deliver long-term value across financial, environmental, social, and ethical dimensions. At Echo, we embed this philosophy into our operations by integrating the United Nations Sustainable Development Goals (SDGs) into our CSR policies and aligning with our KPIs. This integration reflects our genuine commitment to transforming our business in pursuit of a better future for both the planet and its people.

The 17 SDGs are interconnected, recognising that progress in one area influences outcomes in others. True development requires a balance between social, economic, and environmental sustainability. At Echo, we aim to contribute meaningfully to all of the SDG's that are currently directly related to our industry, leveraging their adaptable structure and measurable targets to guide and track our progress. We regularly review and consider the relevance of all SDG's at least once annually. Many of our KPIs naturally intersect with multiple SDGs, reinforcing the depth and breadth of our sustainability efforts.

2. KPI DATA COLLECTION AND GOVERNANCE

The process of collecting data to evaluate Echo's KPIs involved a combination of quantitative and qualitative methodologies. For environmental and financial indicators, we employed quantitative metrics to ensure precision and comparability. In contrast, social KPIs were assessed using qualitative approaches, allowing for deeper insight into employee and community engagement.

These indicators are embedded into company policy and made accessible to all employees to promote transparency and shared responsibility. Furthermore, our KPI data and progress are independently audited.

SCIENCE BASED TARGETS (SBTI'S)

Echo's KPIs are aligned with the Carbon Disclosure Project (CDP) framework, to which we submit annually. Additionally, we have been validated by the Science Based Targets initiative (SBTi) for our climate-related goals, further reinforcing our commitment to science-driven sustainability.

Echo has set an ScBTi for each key Carbon emission measure. These targets have been developed with Carbon Quota Ltd, our independent carbon advisors and auditors. Echo Studios Limited has committed to reporting progress towards emissions targets by signing up to the Science Based Targets Initiative (SBti) and targets have been set through the validated streamlined route for SME's. This included the preparation of a published Carbon Reduction Plan setting out the planned transition to net zero emission by 2050 and phased elimination of Scope 1 and Scope 2 emission by 2030. The first year of reporting was 2024, and future KPI reports will be set against this Reduction Plan.

SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

3. KPI OVERVIEW

Echo are focused on ten Key Performance Indicators (KPIs). Since the publication of the 2023 KPI report, we have focused on realigning these indicators to ensure they remain clear, targeted, and measurable and each KPI has been strategically aligned with relevant United Nations Sustainable Development Goals (SDGs.

4. KEY PERFORMANCE INDICATORS

KPI 1: ENERGY USE

KPI TARGET

Reduce energy per employee and transition to renewable sources.

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RESULTS:

- **Total energy** use increased by **23.5%** in 2024, largely due to business expansion and increased manufacturing output. Intensity ratio of energy used per employee increased slightly from 4.92 to 5.34 MWh per employee.
- **Electricity consumption** rose significantly (+48%), though **43%** now comes from **solar energy** (up from 27% in 2023). 100% of all Grid electricity from fully renewable tariffs.
- **Diesel fuel use** slightly increased due to the need for large vehicles, despite improved fuel efficiency (+22% since 2019).
- **Natural gas use** increased by 53.4 MWh, mainly due to legacy heating systems in new facilities and the installation of new Spray booths replacing outsourced energy consumption and Scope 3 emissions.

CHALLENGES:

High fuel use from large vehicles with no reliable fully electric vehicle options; increased gas use due to new facilities. Lack of national infrastructure for electric vehicles.

- **Action:** Reduce gas use 5% in 2025 via insulation and equipment upgrades and continuing to seek opportunities for acquiring the most efficient equipment and vehicles.

KPI 2: RENEWABLE ENERGY & OFFSETTING

KPI TARGET

Maximize renewable energy and carbon offsetting.

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RESULTS

- Expanded solar capacity to 276 panels, producing 81,000 kWh at 83% efficiency.
- Shifted entirely to **100% renewable electricity tariffs**.
- Partnered with **"Make it Wild"**, offsetting **120 tonnes of CO_2** through UK-based rewilding.
- **Action:** Expand solar infrastructure, partner with "Make it Wild" for client offsetting programs.

KPI 3: CARBON EMISSIONS

KPI TARGET

Net zero Scope 1 & 2 by 2030; Scope 3 by 2050.

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RESULTS

Scope 1 and 2 Carbon Emissions (Market Based)

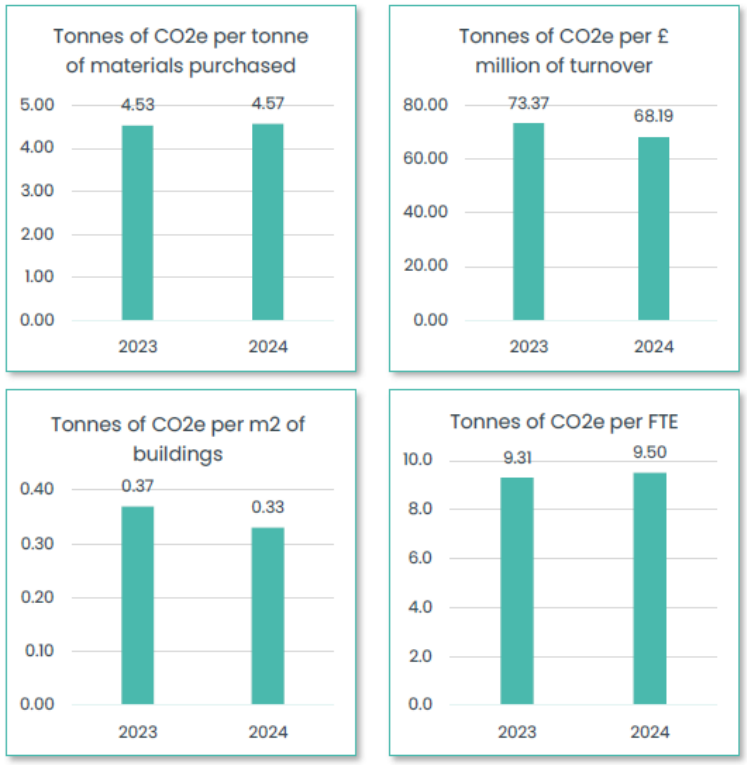
	2024	2023
	Tons CO2	Tons CO2
Factory Gas Usage	**37.61**	26.05
Factory Electricity Usage	**0.00**	0.00
Fleet Vehicle Emissions	**120.59**	90.35
Total	**158.2**	116.4

Table 4: Source: E.On invoice data / Manufacturer's vehicle emissions ratings. Audited by Carbon Quota Ltd

Activity	2024	2023
	Tons CO2	Tons CO"
Purchased Goods (inc upstream transport)	1,199	1,073
Waste	171	4
Commuting	11	144
Business Travel	157	9
Downstream transportation	5	122
Total	**1,543**	**1,352**

- **Scope 1 & 2 Emissions (2024):** 158.2 tonnes CO_2 – up from 116.4 tonnes in 2023.
    - Scope 2 zero emissions target achieved, emissions remain at net zero due to use of renewables.
- **Scope 3 Emissions:**
    - Procurement emissions increased by 126 tonnes (linked to a shift in product types).
    - Business travel, commuting, and downstream transport all saw emissions increases due to growth.
- **Progress Indicators:**
    - Emissions per full-time employee rose slightly (to 0.97 tonnes), still significantly lower than 2019 (1.42).
    - CO_2 per tonne of materials purchased slightly increased (0.47 from 0.39).
- **Offsetting:** Total carbon offset exceeded direct emissions for a net negative balance (-1.8 tonnes).

Scope 3 emissions Intensity measures



- Although both absolute and relative carbon emissions increased in 2024, we have established a strong foundation for future reductions.
  Scope 1 and 2 intensity ratios, measured per employee and per square meter, have only marginally increased, despite a strategic shift toward a higher proportion of production-based activities. Scope 3 intensity ratios across all relevant metrics have either remained stable or declined.
- **Action:** Continue material efficiency, supplier engagement, and low-carbon logistics.

KPI 4. WATER

KPI TARGET

Minimize non-industrial water use.

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RESULTS

Water use rose to 1,355 m³ due to growth. ³ (up from 922 m³), mainly from employee and sanitary needs with growing staff numbers. Intensity ratio of usage per employee rose slightly over 2023 but from a very low base.

- No industrial use.
- **Action:** Continue awareness campaigns and charitable support for clean water access (e.g., AquaAid).

KPI 5. SUSTAINABLE PROCUREMENT

KPI TARGET

Use low-impact, ethical materials; hold suppliers accountable.

RESULT

- Average CO_2 per tonne of materials decreased to **3,560 kg**, down slightly from 2023.
- **Green Cast** (made from 100% recycled acrylic) now makes up **55%** of acrylic use—up from 7.8% in 2023, a shift that has delivered an estimated carbon saving of nearly 100,000 kg CO_2e—a meaningful and measurable environmental achievement.
- **Reboard** usage has shown steady year-on-year growth, increasing from 3.22 tonnes in 2021 to 13.36 tonnes in 2024. This reflects a shift toward low-impact, recyclable materials, aligning with SDG 12 and replacing Eco Board which does not perform as well.
- **Recycled Backlit Film** usage surged to 4.23 tonnes in 2023, marking a 3,425% increase. This rapid adoption suggests a strong internal push and / or client demand for more sustainable display materials. We have fully utilised our remaining stock of recycled backlit film. Unfortunately, due to supply limitations of clean recycled media, this product is no longer being manufactured and is currently unavailable. This will have an impact on our 2025 results and we are trying to find alternative sources of this material and illustrates the market constraints within which we have to operate.

- **Supplier Oversight:**
    - 100% of key suppliers reviewed, with corrective action plans in place where necessary.
    - FSC or equivalent certification achieved for **99% of wood-based materials**.
    - Echo continues to educate clients and staff on sustainable product selection.

ACTION

Target 80% eco materials by 2030; improve supplier documentation and engagement.

KPI 6. WASTE & RECYCLING

KPI TARGET

Zero landfill; 50% recycled waste content by 2025.

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RESULT

- Zero reliance on **landfill** and KPI achieved again in 2024
- **64% recycling rate** again exceeding the KPI targets of 50% by 2025 and year on year improvement in percentage of recycled waste.
- 37.66% **waste diversion**

Zero landfill maintained; recycling rate at 64%, up from 56% in 2023.

Waste Material	Waste in K/kg	Waste in K/kg
	Year ended Dec 2024	Year ended 2023
Wood recycled	**98.9**	**62.8**
Paper/Card Recycled	**45.9**	**40.4**
Acrylic recycled	**8.1**	**5.25**
Mixed Recycling	**1.72**	**1.72**
Metal	**6.92**	**3.73**
Food	**0.28**	**0**
Biomass	**92.92**	**88.78**
Landfill	**0**	**0**
Total waste	**254.74**	**202.64**

Recycled	**64%**	**56%**
Biomass	**36%**	**44%**
Expired stock wastage	NIL	NIL

- **Action:** Improve recycling streams, staff training, and material efficiency.

KPI 7. PRODUCT END-OF-LIFE

KPI TARGET

Minimize product disposal impact and promote reuse.

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RESULT

- Echo currently manages over 2,500 sqm of storage space, with the majority located in the UK, this has increased from 250 sq.m in 2019 and 750 sq.m in 2024.
- encourages the reuse and repurposing of previously produced items, helping to significantly reduce waste and move away from the concept of single-use materials.
- Slate Creative
- Recyclable packaging and labelling in place.
- **Action:** Expand re-use services and client education.

KPI 8. HAZARDOUS WASTE & AIR POLLUTION

KPI TARGET

Avoid spills, pollution, and complaints.

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RESULTS

- **No environmental complaints**. Hazardous waste managed by Veolia; LEV systems and air quality checks in place.
- **Waste inks and solvents** are safely stored and managed by Veolia.
- **Air quality** is monitored with regular independent assessments.
- **Local Relations:** Rapid Response systems and a site warden ensure cleanliness and compliance.
- **Action:** Maintain standards and rapid response systems.

KPI 9. ETHICAL PERFORMANCE & EMPLOYEE WELLBEING

GOAL

Ensure a fair, inclusive, and supportive workplace.

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RESULTS

- Employee survey with 58% participation.
- Created an Employee Advisory Team to engage with workplace related CSR initiatives and to respond to employee concerns and create a forum help shape an inclusive and responsive workplace culture.
- Rolled out a program of Leadership training that addresses a wide range of essential CSR related topics to
- Introduced wellness room, expanded the use of wellbeing days, and staff benefits awareness.
- **Action:** Improve HR engagement and cultural inclusivity.

KPI 10. HR, CONDUCT, AND COMPLAINTS

GOAL

Maintain zero complaints and uphold, develop and communicate robust and transparent ethical practices and procedures.

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RESULTS

- No HR or ethical complaints reported.
- Suite of CSR policies created and published and combined with a Comprehensive Employee Manual, published on and accessible HR portal Bamboo HR
- **Action:** Launch apprenticeship program in 2025; promote lifelong learning.

5. KEY TAKEAWAYS

- Strong progress in embracing renewable energy, material sustainability, and waste management.
- In pursuing KPI 4, completely eliminated Scope 2 emissions from our own direct activities ahead of schedule through the use of renewable energy tariffs and internally generated solar power. We have also reduced made progress towards reducing relative intensity ratio for all emissions which takes into account the growth of the business.
- Scope 3 emissions rose with business growth, indicating a need for deeper supply chain focus, client awareness initiatives and continued research and development of sustainable alternatives to traditional materials
- Employee wellbeing and ethical performance remain high priorities with a focus on training and engagement through the Employee Advisory Team.
- Echo House continues to align closely with SDGs, emphasizing tangible impact over time.

6. CONCLUSION

Echo House is committed to continuously advancing our environmental initiatives and reducing our impact both locally and globally. Our adaptive mindset and proactive approach to change position us to remain at the forefront of sustainability within our industry. We believe that by embracing innovation and accountability, we can lead by example and drive meaningful progress toward a more sustainable future.