



Green Infrastructure Statement

Alight Media

Overview

Alight Media is committed to reducing our carbon footprint year on year, through the evolution of technology, materials, energy consumption and methodologies, reducing the impact on local communities and the environment as a whole.

Alight Media has a keen focus on the environment when procuring, manufacturing, installing and operating advertising assets, both large and small format. This is achieved in a number of ways from the assessment and validation of display products to the use of energy and operating emissions that each of our assets produce.

Our mission is to reduce our impact on the planet, partnering with some of the most effective charities in this space by providing both funding and advertising space to promote the great work they do, such as Just Diggitt and Pinwheel. We also work alongside Just Diggitt to offset some of our Scope 1 emissions by re-greening deserted land, enabling the production of crops and thriving wildlife in Tanzania.

Product

As technology evolves, LED and LCD screens become more energy efficient, using less electricity than its predecessor. Our products are carefully selected using criteria that sets out a ceiling of annual consumption. This target is set at less than 17,000 kWh per year per screen.

It is also a key requirement that our products consist of more than 65% of parts that can be recycled i.e. aluminium, steel, etc. Our current product range meets these requirements and will be improved as new products are developed and made available by our supply chain.

Renewable Energy

All of our assets are operated using 100% renewable energy. This is purchased through our energy provider and is fully certified and quantified through our metered connections supplier.

Charitable Partnerships

As a responsible DOOH Media Owner, operating in a competitive marketplace, it is imperative that we reduce the energy consumption of all advertising campaigns by selecting products and partners that aspire to the same objective – reducing the impact on our planet.

At Alight Media, we have invested in a 'Green Team' that is focussed on delivering our Sustainability Strategy and providing new innovative ways of reducing our carbon emissions. To do this, we have

partnered with a number of charitable organisations who's core focus is to educate, operate and support businesses to be aware of and reduce their environmental impact.

We operate as a responsible organisation, taking care of the communities we work in and empowering our charity partners with funding and free advertising space to get their message out into the public domain. As a Media Owner we can reach over 30m adults every fortnight with clear messages focussed on improving our environment.

Carbon Offsetting

To offset Scope 1 emissions, we provide the funding to plant over 6,500 trees each year and re-green areas of deserted land to enable local farmers in Tanzania to produce crops, earn a living and help wildlife to thrive.

Just DiggIt do this by digging water bunds in deserted land, allowing water to be retained into the dry and useless soils. Seeds are then sown into these water bunds as the soil becomes useable and these areas become green where trees can thrive, and wildlife can be re-homed.

More information is available here: www.justdiggit.org

Environment in mind

Throughout our day-to-day operation, we regard the environment as a priority. Alight Media are qualified and audited to ISO 14001 standard and will mainly work with other contractors who adopt the same practices.

Our manufacturing processes are also monitored where recyclable materials are sourced and used to produce steel structures to support our displays. We also add sedum roofs and solar/wind powered systems, where this is viable, to our street furniture to embed positive environmental features within our assets.

We follow processes and systems that ensure we recycle our waste and repair and reuse spare parts rather than disposal.

Our screens are switched off between 00:00 and 05:00 each day to reduce consumption in low traffic periods and increasing the lifecycle of our screens.

We also use electric vehicles within our own teams.

In addition, our Maintenance Service is provided by a partner who holds ISO 14001 and use a lean and energy efficient model to provide a strong maintenance service to our industry. By improving automation and proactive remote monitoring, truck rolls to site can be reduced YoY and technology can reduce our use of vehicles and plant.

Explore our website to learn more about us and our impact here: www.alightmedia.com

info@alightmedia.com

020 7183 2346

58-59 Great Marlborough St, London W1F 7JY