

MOGUL MEDIA ENVIRONMENTAL SUSTAINABILITY POLICY

Document Version 1.0 | Effective Date: January 1, 2023



MOGUL MEDIA
CONSULTING

1. EXECUTIVE SUMMARY

Mogul Media LLC is committed to environmental stewardship and sustainable business practices that minimize our ecological footprint while delivering exceptional marketing and communications services. As a remote-first organization, we leverage our distributed workforce model to reduce environmental impact while maintaining operational excellence.

Policy Scope

This policy covers all Mogul Media operations, including home office facilities, client service delivery, vendor relationships, and supply chain management.

Commitment Statement

Mogul Media commits to reducing our environmental impact by 25% by 2027 through digital-first operations, sustainable procurement, and continuous improvement in environmental performance.



2. CLIMATE ACTION FRAMEWORK

2.1 Carbon Footprint Reduction

Remote-First Operations: 95% of workforce operates from home offices, eliminating daily commuting for 23 employees (estimated 45,000 miles annually per employee)

Virtual Meeting Priority: 90% of client meetings conducted virtually, reducing business travel by approximately 75% compared to traditional agency models

Digital-First Service Delivery: Prioritize digital content delivery over physical materials in all client campaigns

2.2 Carbon Offset and Measurement

Annual Carbon Assessment: Comprehensive measurement of organizational carbon footprint including home office energy usage, business travel, and technology infrastructure

Offset Program: Partner with verified carbon offset providers for unavoidable emissions from business travel and events

Client Services: Offer carbon footprint assessment and offset planning for client marketing campaigns



3. ENERGY EFFICIENCY AND RENEWABLE ENERGY

3.1 Home Office Energy Standards

Equipment Standards: All company-provided equipment meets ENERGY STAR certification requirements

Renewable Energy Incentives: \$200 annual reimbursement for employees who switch to renewable energy providers for home offices

Energy Efficiency Support: Provide LED lighting and energy-efficient equipment for dedicated home office spaces

3.2 Technology Infrastructure

Cloud-First Computing: 100% cloud-based operations utilizing data centers with renewable energy commitments (AWS, Google Cloud, Microsoft Azure)

Server Elimination: Zero on-premises servers, reducing energy consumption by estimated 15,000 kWh annually

Device Lifecycle Management: 5-year equipment lifecycle with certified e-waste recycling through manufacturer take-back programs



4. WATER CONSERVATION

4.1 Operational Water Reduction

Paperless Operations: 98% digital document management eliminating water-intensive paper production

Event Planning Standards: Prioritize venues with water conservation certifications and drought-resistant landscaping

Home Office Guidelines: Encourage water-efficient practices in dedicated home office spaces

4.2 Client Service Integration

Sustainable Event Planning: Water conservation as standard criteria in venue selection and event design

Digital Campaign Preference: Reduce water-intensive printing through digital-first marketing strategies



5. WASTE REDUCTION AND RECYCLING



5.1 Digital-First Operations

Paperless Policy: Eliminate unnecessary printing with 95% digital document workflow

Electronic Signatures: 100% digital contract and approval processes

Cloud Storage: Eliminate physical file storage and reduce office supply consumption



5.2 Equipment and Materials Management

Equipment Refurbishment: Partner with certified refurbishment services for equipment lifecycle extension

E-Waste Recycling: Mandatory certified e-waste recycling for all technology equipment

Promotional Materials: Prioritize reusable and recyclable materials for any physical marketing items



5.3 Client Service Standards

Sustainable Printing Requirements: When printing necessary, require FSC or PEFC certified paper with minimum 30% post-consumer recycled content

Event Waste Reduction: Implement zero-waste event planning strategies including compostable materials and comprehensive recycling programs

6. TRANSPORTATION AND LOGISTICS

6.1 Low-Emissions Transportation

Remote Work Priority: 95% remote workforce eliminating daily commuting emissions

Virtual Event Preference: Prioritize virtual and hybrid events to reduce attendee travel

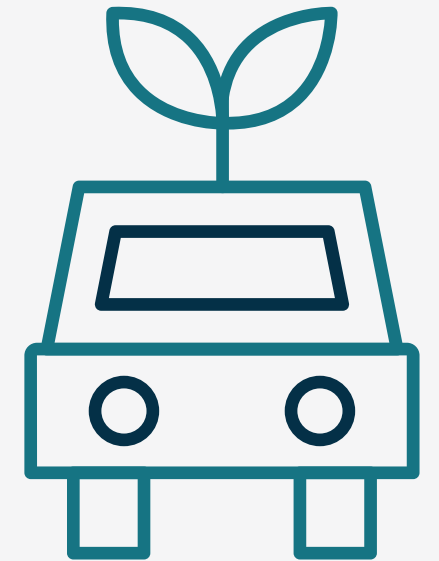
Local Supplier Preference: 75% of vendors within 50 miles of client locations to reduce shipping emissions

6.2 Business Travel Standards

Travel Minimization: Business travel only when essential for client service delivery

Carbon Offset Requirement: 100% carbon offset for all business travel through verified programs

Public Transportation Priority: Use public transportation and ride-sharing when travel necessary



7. RESPONSIBLE SOURCING AND PROCUREMENT

7.1 Vendor Selection Criteria

Environmental criteria constitute 25% of vendor evaluation scoring:

Environmental Certifications: Preference for ISO 14001, B-Corp, or equivalent certifications

Renewable Energy Usage: Vendors with renewable energy commitments receive scoring preference

Waste Reduction Programs: Documented waste reduction and recycling initiatives

Local/Regional Priority: Within 50-mile radius receives 10% scoring advantage

7.2 Required Vendor Standards

Environmental Compliance: All vendors must demonstrate environmental regulation compliance

Sustainability Reporting: Annual sustainability performance reporting required for contracts >\$25,000

Continuous Improvement: Documented environmental improvement goals and progress tracking

8. IMPLEMENTATION AND MONITORING

8.1 Environmental Management System

Policy Owner: Christine Umayam, Founder/CIO

Environmental Coordinator: Trez Malatesta,
Operations Director

Quarterly Reviews: Environmental performance
assessment and improvement planning

Annual Reporting: Comprehensive sustainability report
with quantified impact metrics

8.2 Key Performance Indicators

Carbon Footprint Reduction: 5% annual reduction target

Energy Efficiency: 3% annual improvement in energy usage per
employee

Waste Diversion: 90% waste diversion from landfills

Vendor Compliance: 100% vendor environmental assessment
completion

Client Impact: Sustainability services offered to 75% of clients



8.3 Employee Engagement

Training Program: Annual environmental awareness
training for all staff

Green Office Incentives: Home office sustainability
reimbursement program

Impact Reporting: Monthly environmental impact
updates to all staff



9.1 Sustainable Service Offerings

Carbon Footprint Assessment: Calculate and report campaign environmental impact

Virtual Event Planning: Expertise in zero-travel event experiences

Digital-First Campaigns: Minimize physical materials through digital strategy optimization

Sustainable Venue Selection: Environmental criteria integration in event planning

9.2 Client Education and Support

Best Practices Sharing: Quarterly sustainability workshops for interested clients

Impact Reporting: Environmental benefit quantification for sustainable campaign choices

Vendor Recommendations: Curated list of environmentally responsible service providers

10. CONTINUOUS IMPROVEMENT

10.1 Annual Policy Review

Performance Assessment: Comprehensive review of all environmental targets and achievements

Stakeholder Input: Employee, client, and vendor feedback integration

Industry Benchmarking: Comparison with marketing industry sustainability standards

Policy Updates: Annual policy revisions reflecting best practices and regulatory changes

10.2 Innovation and Technology

Emerging Technology Assessment: Annual review of new sustainable technologies

Pilot Programs: Testing of innovative environmental solutions

Industry Leadership: Participation in marketing industry sustainability initiatives

Prepared by: Environmental Policy Committee

Reviewed by: Trez Malatesta, Operations Director

Approved by: Christine Umayam, Founder/CIO

Effective Date: January 1, 2023

Next Review: January 1, 2026





MOGUL MEDIA CONSULTING

TEAM@MOGULMEDIACONSULTING.COM
WWW.MOGULMEDIACONSULTING.COM