



# ***GREEN CLAIMS POLICY***

## OUR GREEN CLAIMS POLICY

As proud signatories of **The Anti-Greenwash Charter**, Speedy Hire is dedicated to upholding the highest standards of responsible and transparent marketing and communications practices, by implementing and adhering to the Speedy Hire Green Claims Policy, which outlines the standards and practices we adopt throughout our business. It ensures that any green claims we make about our products, services and solutions, are accurate and backed by evidence.

This policy applies to all companies in the Speedy Hire group (“Speedy Hire”) as well as any person working for Speedy Hire including employees at all levels, directors, officers, agency & casual workers, individual contractors/consultants used to supplement our workforce, volunteers, secondees and apprentices, wherever located.

Working with our third-party agencies, we conduct regular marketing and communications reviews, to ensure compliance with the Speedy Hire Green Claims Policy. This includes verifying that all claims are evidence-backed and responsibly communicated. In addition to this policy, all marketing and communications must at all times comply with local laws and regulations.

## OUR STANDARDS

We commit to the standards of practice set out in **The Anti-Greenwash Charter**, which are as follows:

- **TRANSPARENCY.** We commit to clear communication of what environmental benefit our product or service offers and won't conceal or omit information.
- **ACCOUNTABILITY.** We substantiate our green claims with accurate and regularly evaluated empirical evidence. We commit to sharing facts, figures and statements that can be checked.
- **FAIRNESS.** We commit to using fair, clear and unambiguous language when providing comparisons with other products or organisations.
- **HONESTY.** We will ensure we make specific statements about our organisation's environmental efforts and that our actions match those promises.



## **WHERE WE COULD IMPROVE**

We are two years into our ESG strategy 'Decade to Deliver', this is a work in progress and we are committed to continuously reviewing where we are and how we can improve. Throughout the year we conduct Sustainability Performance Reviews, quarterly with our internal stakeholders and bi-annually with our plc board as part of our governance meetings, to address where we are meeting our targets, the challenges we need to overcome and where we need to make improvements. This is all documented in our sustainability performance review packs, to ensure we track progress and highlight key actions to support our progress.

We believe in transparency, which is why we report performance in the Annual Report and Accounts and conduct Double Materiality Assessments to keep track of our top 10 risks.

Recent evaluations have highlighted the opportunity to review our Green Claims messaging framework and the classification of our ECO product range. To address these areas, we have completed thorough, externally commissioned audits which has led to the development of the Green Claims Messaging Framework and the early development of the Governance Framework for how we source and then publish product information regarding ESG / ECO claims.

In the following 'Sustainability Governance' and 'Our Sustainability Strategy' we provide some further details:

## **SUSTAINABILITY GOVERNANCE**

Delivering a great sustainability strategy needs great foundations. Being brilliant at the basics enables Speedy Hire to actively deliver sustainability leadership to achieve our sustainability targets and ensure a fair and inclusive transition to a low-carbon economy overseen and guided by a robust governance framework to enable timely, informed and integrated decision-making.

Since its launch The Decade to Deliver strategy has energised our work to build on our strong track record as an industry leader in sustainability.

In FY2024 we undertook a double materiality ESG assessment helping us to focus on the issues that matter most to our internal and external stakeholders which includes:

- **Waste and Circular economy**
- **Health, Safety and Wellbeing**
- **Diversity, Equity and Inclusion**
- **Modern Slavery and Human Rights**
- **Responsible Sourcing**

[Check out our FY2025 sustainability report](#) for more information on our materiality assessment.

Our sustainability governance plan sets out how we are 'Brilliant at the Basics' and our sustainability governance structure details how we manage our risks and opportunities.

## **OUR SUSTAINABILITY STRATEGY**

Sustainability is core to Speedy Hire's vision, mission and Velocity strategy.

Our ambition is to become the most efficient and sustainable UK hire business, supported by our sustainability strategy, [The Decade to Deliver](#) – reflecting our belief that the next ten years will define the next 100. Our purpose is to drive a hire revolution, inspiring people to make hire their first choice by bringing this sustainable option to more people, places and products.

To address these areas, we have specific plans and targets, outlined below. Click the links to find out more:

### **ACCELERATING INNOVATION**

We're making hire even more sustainable by working for even better designed products. Built to last, designed to be repaired, and made to be recycled.

### **CLIMATE SOLUTIONS**

We're going net zero carbon fast and helping our customers to do so the same, with a low carbon fleet, innovative products, and sustainable services.

### **PART OF THE COMMUNITY**

Our people are part of local communities all over the country and it's in our nature to join in and help solve the challenges we face.

### **INCLUDING EVERYONE**

We need great people working on shared goals, looking out for one another and helping us grow. At Speedy Hire, we can help people be the best they can be and make this the decade to count.

## **OUR PRACTICES**

We implement the following practices and procedures to ensure we uphold the aforementioned standards:

- Clearly define the green terms we use
- Provide third-party verified evidence for the claims we make
- Set standards for authentic and accurate visual representation
- Outline a clear editorial process
- Detail the training we provide our employees
- Ensure responsible use of AI in content creation
- Implement an escalation procedure
- Share our approach to stakeholder education
- Explain how we support partners and collaborators
- Commit to regular reviews and effective governance
- Maintain strict legal compliance

## **GREEN TERMS GLOSSARY**

We define the key 'green' terms we use to describe our products and services to ensure our claims are clear, consistent, transparent, and compliant with the latest standards.

[View the Green Terms Glossary](#)

## **VERIFIED CLAIMS DATABASE**

We collaborate with trusted third-party verifiers to ensure our claims are specific, relevant, and aligned with lifecycle principles.

[View the Verified Claims Database](#)

When considering claims outside of the Verified Claims Database, copywriting colleagues and/or external agencies should use the [Assessment Considerations framework](#) to verify the terminology used.

If you come across a claim you don't understand and can't find it on the Verified Claims Database, email our Marketing team at [marketing@speedyhire.com](mailto:marketing@speedyhire.com) for clarification.

## **USE OF IMAGERY & COLOUR**

In our commitment to transparent and honest communication regarding our sustainability efforts, we recognise the powerful impact of visual representation in shaping perceptions. At the same time, we acknowledge the need for creatives to have the freedom to explore and innovate. Therefore, we uphold the following principles related to the use of imagery and colours in our marketing and communications materials, balanced with appropriate review mechanisms.

The Speedy Hire brand identity guidelines have been created to guide and showcase the best practice for creating engaging communications and design for the Speedy Hire brand.

- **Avoidance of Greenwashing through colours:** We have a locked down pallet of colours that are allowed to be used in our campaigns and communications, with 'ESG Green' being only for use on ESG specific materials.
- **Authentic Imagery:** Our brand imagery should be used to highlight our key audience types: National and Regional Contractors, Trade and Retail Customers, our Speedy Hire People. We should ensure that all our photography captures a snapshot of our diverse audience by including a wide range of both age and genders across all imagery.
  - We should show real people and scenarios where possible, using Speedy Hire people, sites, products and vehicles.
  - Away from our corporate photography, stock images can be used to reflect the subject matter. We use images which are full colour, sharp, innovative and dynamic and also represent the pace and speed of delivering our ESG strategy. Where possible we use images which have a green tint to them, as per the examples in our brand identity guidelines.
- **Highlighting Actual Efforts:** When showcasing our sustainability projects or achievements visually, we will only use images from actual initiatives we have undertaken or ensure that images used to represent are related and do not give a false sense of our environmental impact or efforts.

- **Transparency in Photo Alteration:**  
Any alterations or edits to photos that may change the reality or context of our green initiatives will be clearly disclosed. This includes photoshopped elements, exaggerated effects, or other changes that might give a misleading impression.
- **Cultural & Environmental Sensitivity:**  
We ensure that any imagery used respects the cultural, environmental, and socio-economic context of the regions or communities depicted. This includes avoiding imagery that may be perceived as appropriating or misrepresenting cultural or environmental elements.
- **Educative Infographics:** Where possible, we will use visual aids such as infographics to simplify and convey complex sustainability data or concepts. These visuals will always be based on substantiated facts and will be designed in a manner that is easy to understand without misrepresenting the information.
- **Creative Flexibility & Review Process:**  
While we encourage creativity and innovation in our visual content, we have processes in place to ensure that all materials are reviewed for accuracy and alignment with our sustainability values. This is documented in our Marketing Campaign Governance Framework. Should any concerns arise, we have a system to highlight issues promptly and make appropriate amendments to maintain integrity in our visual communications.

For any concerns or questions regarding the imagery and colours used in our materials, or if you believe we are not adhering

to the standards set out in this section, please contact our Marketing team at [marketing@speedyhire.com](mailto:marketing@speedyhire.com). We appreciate feedback and are dedicated to continuous improvement in our visual communications.

## **EDITORIAL PROCESSES**

Within the Marketing Campaign Governance Framework, we have a clear RACI Matrix and table of key stakeholders from across the business that are Responsible and Accountable for reviewing and approving every piece of content and their green claims before publication and distribution. When writing content, our team refers to our list of clearly defined terms and verified claims, updating the lists when using a new term or claim.

## **TRAINING**

All marketing and internal communications team members participate in an in-house training session on anti-greenwashing practices, our Green Claims Policy, and The Anti Greenwash Charter's standards to ensure they fully understand the issues and benefits.

We provide clear documentation in our Marketing Campaign Governance Framework, enabling employees to refer back to it whenever needed. Each year, every employee attends a refresher training session to review changes in regulations, best practices, and our policy.

## USE OF AI

We do not currently utilise AI tools to assist in the creation of marketing content or imagery. However, we are in the early stages of reviewing platforms to integrate into our marketing function in the future.

Once we implement the use of AI tools, to maintain the integrity of our green claims, all AI-generated content will be rigorously reviewed by our human editors before publication.

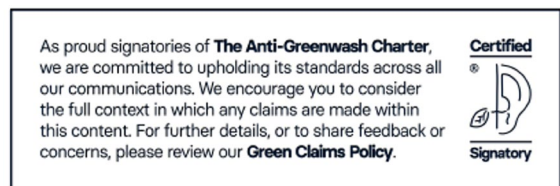
Our marketing team ensures that the content aligns with our sustainability values, verifies the accuracy of any green claims, and cross-checks the use of key terms against our defined list. We will also provide transparency by disclosing the use of AI where it has significantly contributed to the creation of content.

Additionally, we will conduct regular audits to assess the impact and accuracy of AI-generated content, ensuring continuous alignment with The Anti-Greenwash Charter's standards.

## ESCALATION PROCEDURE

We recognise that our stakeholders play a crucial role in our efforts to combat greenwashing. Therefore, we commit to responding to any emails regarding our green claims within three working days. Additionally, we regularly conduct user research to understand how our customers interpret our green claims, ensuring they are communicated clearly and effectively.

To support this, we include our Certified Signatory Declaration (see below) at the bottom of all relevant campaigns to highlight our commitment to transparency and invite feedback. The declaration encourages stakeholders to review our Green Claims Policy and outlines how they can escalate concerns for independent review.



If you suspect that the rules or requirements of this policy have been breached, you can email our Marketing team at [marketing@speedyhire.com](mailto:marketing@speedyhire.com) for clarification. Alternatively, you can submit any greenwashing concerns directly to The Anti-Greenwash Charter for an independent review [here](#).

## STAKEHOLDER EDUCATION

Our strategy for stakeholder education involves creating content that informs them about sustainability issues, including the environmental impact of products/ services and industry practices. This content is designed to be accessible and engaging, helping to raise awareness and understanding of key environmental issues.

We launch interactive sustainability campaigns that encourage stakeholder participation. These campaigns, such as recycling programs or community clean-up events, aim to actively involve consumers in sustainability efforts, making them a part of the solution.

## ***PARTNERSHIPS & COLLABORATIONS***

We are dedicated to promoting sustainability and responsible marketing and communications practice across our network of partners and collaborators.

We actively engage with our partners to encourage alignment with our sustainability values and the principles outlined in this policy. This engagement involves referring to The Anti-Greenwash Charter, whilst also sharing knowledge and resources to enhance their understanding and implementation of responsible marketing and communications practice.

We uphold transparency in all our partnerships. Clear communication about the sustainability efforts of our collaborators is essential. We inform our stakeholders about the sustainability credentials of our partners, reinforcing our commitment to upholding our sustainability goals and public commitments, and encouraging a broader adoption of responsible business practices.

## ***REVIEWS OF CONTENT***

We conduct quarterly internal audits of our marketing and communications content to ensure references are accurate and up to date. During these audits, we also review new developments in the industry to identify benchmarking opportunities.

Additionally, we undertake an annual review of all 'static' content—such as website pages and key documents—to ensure compliance with any updates to the Charter's standards, changes in relevant regulations, or adjustments to our

organisation's Green Claims Policy. This ensures our communications remain aligned with the latest expectations for transparency and responsibility.

By incorporating both regular audits and an annual comprehensive review, we ensure our content consistently reflects the highest standards of responsible marketing and communications.

## ***LEGAL COMPLIANCE***

Our commitment to legal compliance is unwavering, particularly in the area of green claims. We have established a comprehensive legal compliance framework that includes regular internal audits, ongoing employee training, and collaboration with external legal experts.

Our 'Marketing Campaign Governance Framework' ensures that all marketing and communications content is thoroughly reviewed to ensure it complies with all relevant local and international laws, including those related to environmental advertising and data privacy. We also stay informed about regulatory changes and update our practices accordingly to ensure continuous compliance. Any instances of non-compliance are promptly addressed, which may potentially lead to disciplinary action being taken, to ensure that corrective actions are in place to prevent future occurrences. Our legal team supports the marketing and communications departments to ensure that all content is both legally sound and aligned with our sustainability commitments.



## **GOVERNANCE OF THIS POLICY**

Our Brand & Media Director and Head of Marketing are responsible for ensuring that all marketing and communications are in compliance with the Speedy Hire Green Claims Policy and will undertake a review of this on a quarterly basis. Guidance will be sought from Senior Leadership Team members and / or the Executive Board members, where any instances of non-compliance are identified, to decide on further action.

Heads and Directors of our business divisions and functions, are responsible for establishing and following practices, instructions and operating models in line with the Speedy Hire Green Claims Policy. Policy guidelines will be reviewed and updated by the Marketing and Communications teams.

The Speedy Hire Green Claims Policy will be shared with third parties, such as suppliers and marketing agencies, before entering into new partnerships or agreements, to encourage them to adopt similar standards.

## **CAMPAIGN REVIEWS**

As a committed signatory of The Anti-Greenwash Charter, we actively engage in an on-going audit process to ensure compliance with our Green Claims Policy. This process involves providing evidence of effective implementation of our practices and procedures during periodic reviews, conducted by a third-party, of a marketing or communications campaign.

These periodic assessments are vital in demonstrating our dedication to upholding responsible marketing and communications practice. Moreover, we recognise and accept that all audit reports will be appended to our Green Claims Practice (GCP) for public review, ensuring an added layer of transparency and accountability. We are fully aware that any instances of non-compliance may result in the revocation of our certified signatory status, underscoring the importance of continuous compliance and transparency in our operations.