

# Corporate Social Responsibility Policy



# STATEMENT OF STRATEGIC INTENT:

**EDGE** maintain a constant commitment to embracing our collective responsibilities as manufacturers and retailers, ensuring a positive external and internal impact throughout activities and initiatives as a business. Through innovation and social consciousness, we strive to uphold our morality and ethics-driven ethos when considering the core pillars of our Corporate Social Responsibility:

- Environment
- Enterprise & Community
- Employee Wellbeing and Opportunity
- Ethical Ways of Working
- Education

By upholding these five pillars, we foster an inclusive and ethically motivated working culture, maximising innovation, engagement and opportunity for our staff and customers, while minimising our environmental impact and empowering our communities on a local and global scale. This approach will drive our long-term plans for future growth and development, in line with our commercial mission of helping people worldwide to quit smoking.





## Strategic Review and Assessment:

**EDGE** has been committed to making significant steps towards developing and upholding the core pillars of our CSR strategy for a number of years. Having most recently reviewed and assessed our current provision in order to establish tangible goals to drive continued progression over the next 5 years to 2026, at which time our progress will be reviewed once again to assess our success in attaining our established CSR goals.

## ENVIRONMENT AND SUSTAINABILITY:

**EDGE** is committed to reducing the ecological impact of our business. As manufacturers and distributors of vaping products, we have engaged with several practices intended to reduce both energy and material consumption and waste throughout our operating processes.

### Reducing energy consumption and increasing efficiency:

Throughout the business we have made a number of changes since 2015 that contribute to significantly lower energy consumption for our factory, warehouse and offices, increasing our operating efficiency and reducing waste during both business hours and downtime.





# ENVIRONMENT AND SUSTAINABILITY:

## 100% Recycled PCR bottles:

To comply with disposal regulations, we are unable to recycle our 10ml PET plastic bottles used to package the vast majority of the e-liquids we produce.

In order to circumvent this issue, we have worked with Ocean Plastics to replace all PET bottles with 100% recycled PCR PET, a material that is produced using repurposed waste plastics contributing to the reduction of waste "single-use" plastics entering the marine ecosystem.



# ENVIRONMENT AND SUSTAINABILITY:

## Waste Wood for Local Communities:

We donate our old and broken pallets to a local allotment scheme, where they are applied in a number of creative ways from building planters to crafting a playscape for goats!



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# ENVIRONMENT AND SUSTAINABILITY:

## LED Lighting Conversion:

All lights in our head offices have been converted from traditional bulbs to LEDs; improving operating efficiency and drastically reducing energy consumption.



# ENVIRONMENT AND SUSTAINABILITY:

## Efficient Heating & Cardboard Recycling:

We have invested in the repositioning of storage heaters in our production areas in tandem with the installation of destratification fans, actively reducing gas consumption.

All paper and cardboard waste is bundled on-site using in-house baling machinery and is then collected for recycling.





# ENVIRONMENT AND SUSTAINABILITY:

## A Paperless Future:

Continued efforts are being made throughout the business to go paperless wherever possible favouring digital and cloud-based computing services to reduce the need for paper consumption and storage.

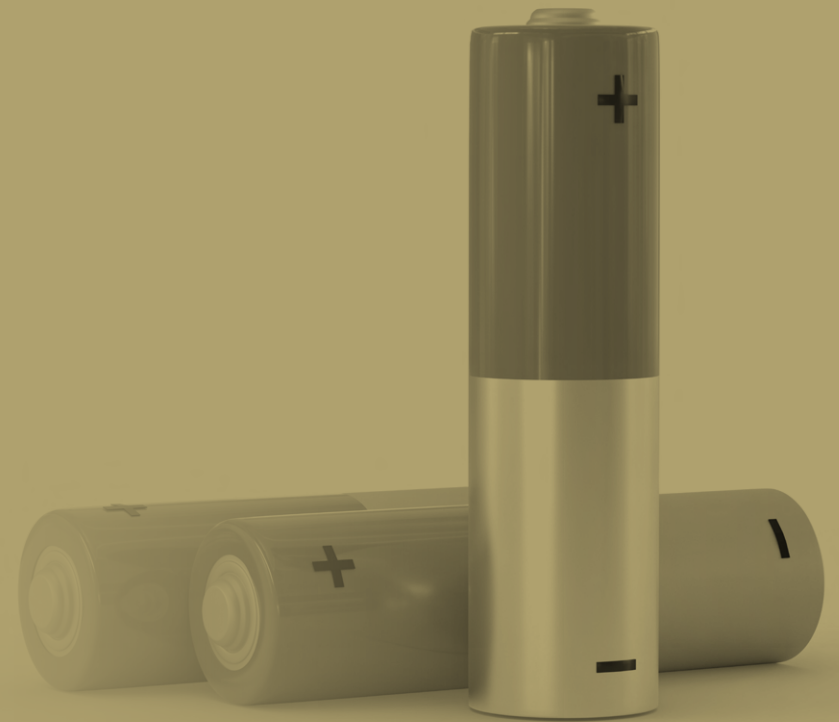


# ENVIRONMENT AND SUSTAINABILITY:

## Battery and Chemical Disposal:

Specialised waste areas have been created for the collection of waste tech, batteries and chemical waste such as line-flushings and waste flavouring. Batteries are collected and disposed of in accordance with WEEE regulations along with scrap IT equipment wherever possible.

Specialist contractors Veolia collect all bulk chemical waste and carefully enact a treatment process to ensure its safe disposal without impacting the environment.



# ENVIRONMENT AND SUSTAINABILITY:

## Non-Recyclable Waste:

All non-recyclable waste where possible is collected and sent to be incinerated in a controlled environment wherein the burning process is harnessed to create additional electrical energy, ensuring even our highest-impact waste can make a positive contribution towards a sustainable future.





## ENTERPRISE & COMMUNITY:

**EDGE** actively seek opportunities to engage with and support charitable organisations and global awareness initiatives to help further the social consciousness of our business and community alike while supporting our commercial ambitions of helping people to quit smoking. This is achieved through targeted marketing campaigns and social media initiatives utilising in-house created assets to raise awareness and encourage engagement from our followers and personnel alike.

### Cancer Research UK & Yorkshire Cancer Research

We are currently exploring the possibility of partnering with Cancer Research UK and Yorkshire Cancer Research, to help our message reach a wider audience and position ourselves as thought-leaders when considering vaping and health.

Our projected goals represent our collective desire as a business to give back to the community: empowering people to improve their wellbeing by quitting smoking, driving impartial and credible education on vaping to allow the public to make an informed decision.





# ENTERPRISE & COMMUNITY:

## Awareness:

While exploring partnerships with other organisations is ongoing, we actively contribute to and promote a variety of domestic and international awareness campaigns: fundraising for PRIDE, hosting weeklong wellbeing workshops and activities for World Wellbeing Week, Environmental campaigns and beyond.

We promote both internally and externally to maximise impact and engagement with positive causes from both our customers and our staff, with a long-form goal of fostering a more inclusive and morally conscious society.

## EMPLOYEE WELLBEING AND OPPORTUNITY:

**EDGE** has invested in the provision of a variety of services intended to maximise employee engagement and opportunity while safeguarding their wellbeing. We are committed to developing our teams in a healthy and ethical manner to foster long-term retention and success. Mental and physical health provisions are in place all-year-round with an open-door policy for consultation and counselling, while annual wellbeing awareness days are actively promoted to staff throughout the business, including the provision of activities, educational material and general advice for any willing to engage.

### Perk Box

All staff have full free access to the Perkbox reward scheme, which allows them to access a variety of discounts on a diverse range of goods and services ranging from discounted gym sessions to free coffee, meals out, cinema tickets and even insurance.

During wellbeing awareness campaigns, staff are directed specifically to those activities that most promote health and wellbeing.



## ENTERPRISE & COMMUNITY:

### Perk Box Health & Life Insurance:

Perk Box Health gives our staff quick and easy access to a variety of health-specific services.

Ranging from mental health counselling to GP access and beyond, this service allows us to ensure all our teams have an adequate provision of care to safeguard their wellbeing during both working hours and in their personal lives.

NextGen360 offers all team members the opportunity to access a cost-free Life Insurance Cover, offering peace of mind for those wishing to protect their families should tragedy strike.

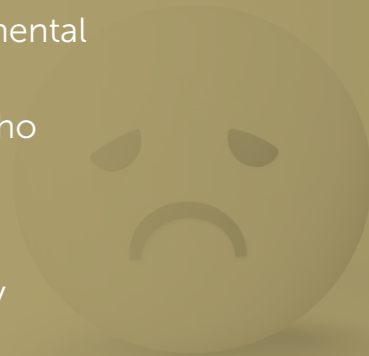


# ENTERPRISE & COMMUNITY:

## Mental Health First Aid:

At least two team members from each department throughout the business are properly trained in mental health first aid, and their information is displayed publicly on notice boards to ensure staff know who they should contact if they wish.

Safe spaces can be made available for private consultation with Mental health first-aiders at any time during or outside working hours, fostering a culture of care, understanding and equality.





# ENTERPRISE & COMMUNITY:

## Personal Development Training & recognition:

In all areas of the business, our staff are openly encouraged to pursue broader learning, with frequent opportunities to engage in training and courses, earning accreditation while developing their skills and grow within or beyond their current roles.

The pursuit of personal development is always met with positivity and supported wholeheartedly wherever possible.

Departmental leaders and teams are actively encouraged to come together in celebration of birthdays and other significant personal events shared amongst staff, with cards and gifts presented in recognition of each team members personal value to our business.

## ETHICAL WAYS OF WORKING:

We pride ourselves on ensuring our business operates with a clear and defined moral rigidity that will not be compromised. We recognise and embrace the duty of care to our customers and staff, with provisions made throughout the business to ensure equal opportunities and enforce a zero-tolerance policy against discrimination or anything that may threaten the safety of our community and the integrity of our operations.

### Equal Opportunities & Zero Tolerance on Discrimination

We have developed a culture of inclusion and collaboration that grants equal opportunity and exposure to all staff members regardless of race, religion, gender, sexual or political orientation; this culture is reflected in all public-facing platforms also, whereby ungrounded judgement, bigotry and prejudice are not tolerated by our admins.



# ETHICAL WAYS OF WORKING:

## Core Business Values & Collaboration:

Four core values underpin our business, acting as the foundation from which we assess the way we make decisions concerning our environment, the way we conduct business and support our people. We conduct ourselves with passion for new ideas and a willingness to explore and grow together.

We always aim to develop respectful, positive, collaborative and mutually beneficial relationships throughout our business, supporting each other in our pursuit of success.





# ETHICAL WAYS OF WORKING:

## Transparency & Quality:

We expect total honesty and integrity in all our transactions and communications. We take responsibility for our actions and conduct our business with respect, strong ethics and professionalism at the forefront.

We seek to bring only the highest quality products to market, ensuring total adherence to regulatory and compliance requirements. Health, safety and performance are never compromised as we go above and beyond legal requirements to help define best practice in our field.





# ETHICAL WAYS OF WORKING:

## Consumer-Led:

We seek to proactively improve the experience of our customers by developing dynamic products and services through industry-leading innovation driven by an understanding of the constantly changing needs and goals of our users and partners, defined by clear insights and designed with consumer satisfaction and safety in mind at all times.



## COVID-19 RESPONSE:

Since the pandemic began in early 2020 our business has deployed increasingly evolved methods to safeguard our teams and ensure an efficient working environment while adhering to all government advice. Working areas have been zoned to ensure social distancing wherever possible with full PPE provisions available and their use enforced on-site at all times including the use of face masks when not at personal desks.

## Desk Policy & Lateral Flow:

Desks have been separated by Perspex screens to reduce transmission risk, along with the hiring of additional cleaning staff to ensure all critical touch-points such as handrails and door handles are kept disinfected at all times.

Regular lateral flow testing is carried out on staff members with flexibility being granted to accommodate vaccination appointments where needed.

Temperature recording stations have been set up at all entry points as an additional protective measure, alongside hand sanitiser stations which can be found throughout the business.



## EDUCATION:

We aspire to become thought leaders within our industry, by providing our community with comprehensive, impartial and credible educational information both industry-specific and beyond.

## Our Mission:

Our mission to help people worldwide quit smoking is underpinned by a desire to debunk prevalent myths and misinformation surrounding vaping and ensure consumers are able to make appropriately informed and non-biased decisions about how to manage their health and wellbeing in a way that caters to the needs of their individual lifestyles.

We seek to broaden public knowLEDGE and understanding of our industry and drive it through a variety of mediums both on and offline.



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# EDUCATION:

## Best Practice Guide Series:

We have commissioned the creation of a series of comprehensive best practice guides, intended to guide the reader through a myriad of complex issues surrounding the process of quitting smoking and understanding the role vaping can play.

we wish to ensure total impartiality, honesty and transparency at all times to guarantee an unbiased approach that emphasises credible research and established expert advice in-line with leading health organisations and research bodies.



# EDUCATION:

## Best Practice Guide: Finding the right alternative

Maintaining total impartiality, this piece will serve as a comprehensive guide for consumers detailing the many aspects of the transitional journey: Mental and physical health impact, economic impact, signposting to leading authorities, carefully cited research inclusions and considered copy detailing the many routes a consumer can take toward quitting tobacco use completely, including but certainly not limited to vaping – and their respective associated impact on the above lifestyle factors.

A functional guide designed to help people through a challenging process as they foster the mental and physical willpower and dedication needed to achieve their goals. Credible research and established expert advice in-line with leading health organisations and research bodies.

# EDUCATION:

## Best Practice Guide: How to Vape Properly

Maintaining total impartiality where appropriate while leaning on our own relevant experience as well-historied members of the vaping industry, this will serve as a comprehensive exploration of vaping itself and how consumers can successfully engage with it.

How-to guides, foundational “101” style information sharing with a consistent consumer and lifestyle focus, hardware, liquids, quality assurances and practices with an internal and industry-wide consideration and callouts to common pitfalls, acting as a support resource for anyone unfamiliar or seeking more information about the subject either as an existing vaper, newcomer or current smoker exploring quitting options.





# EDUCATION:

## Best Practice Guide: Vaping and Mental Health

Maintaining total impartiality, this would serve as an honest assessment of the mental health impact of vaping. Utilising credible sources, studies and external research alongside internal case studies as exemplars to highlight the impacts of vaping upon consumer mental health.

A far-reaching topic that would seek to honestly assess and explore the positives and negatives of vaping in equal measure, both alone and as part of a quitting journey to ensure consumers are prepared for the challenges they may face on their personal journeys.

