

**HOP**

**2025-2030**

**ESG**

**journey.**

**Chapter one.**

IN PARTNERSHIP WITH

**LOVE  
DES/GN  
STUDIO**



The world  
doesn't need  
another ESG  
strategy...



It needs **action.**

**HOP is launching its first ESG strategy - honest, clear, and built to evolve.**

Our mission is to create a sustainable future. Through circular design, reducing carbon emissions, and putting people at the heart of everything we do.

We don't just  
talk about  
change.

We make  
it happen.



This isn't just a document. It's our commitment to real impact.

Our commitment to a new way of doing business.

**No fluff. No greenwashing.  
Just honest progress.**

“We believe in **radical transparency, collaboration,** and a **no-nonsense approach** - cutting through the noise to deliver clear, honest solutions for our clients and each other.

We're **fun, approachable,** and **driven to empower** those around us, always bringing a sense of **playfulness** and **familiarity.**

In an industry built on persuasion, where greenwashing and waste are all too common, HOP stands out by setting a new standard: **driving real change** and being **upfront** about our progress.”

*Lee Castledine and Wayne Parkinson, Founders*





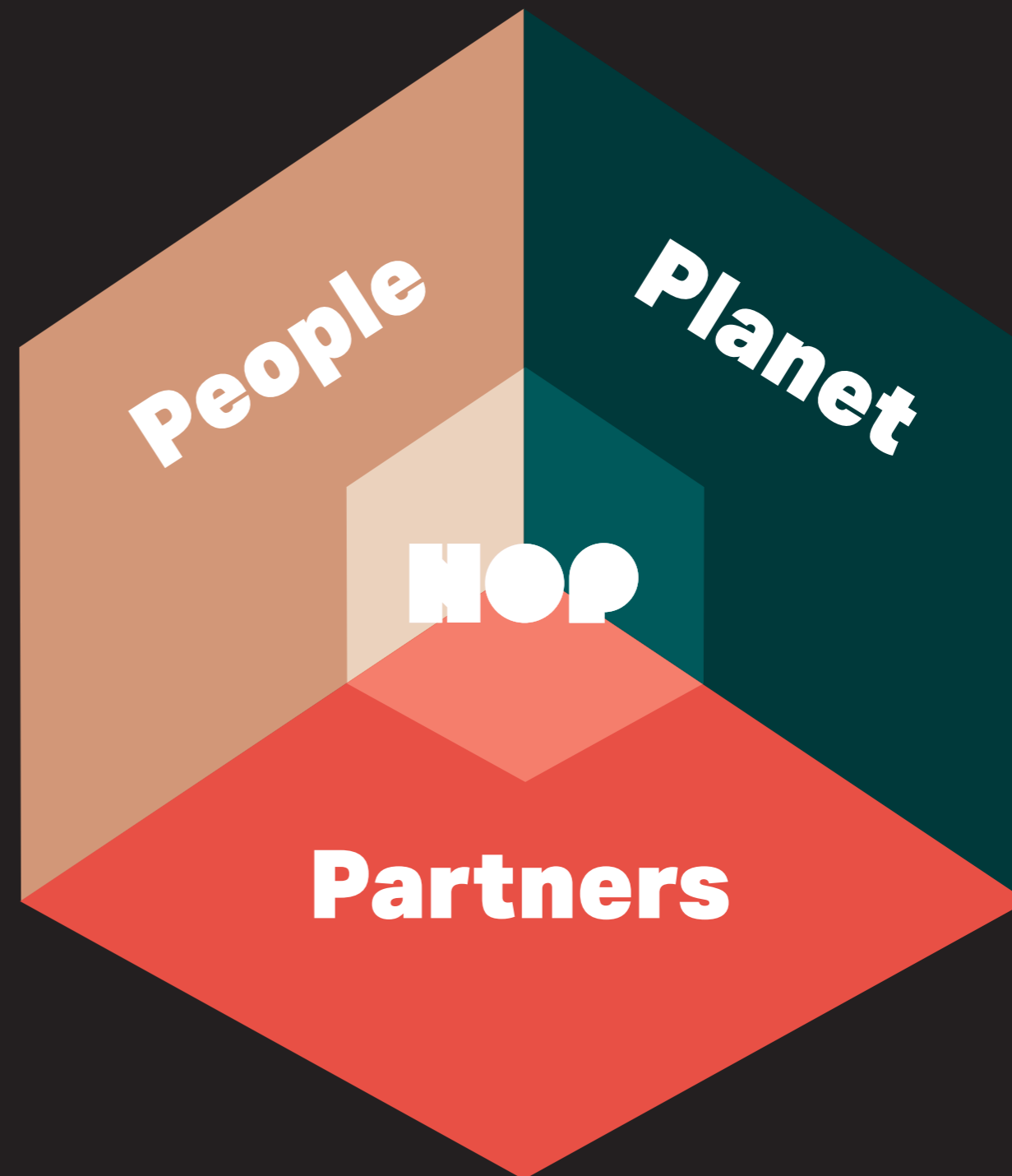
# The Groundwork

Over the past seven years, we've grown into a thriving team of 26. A team built on **honesty, integrity,** and delivering real **value** to our clients.

Along the way, we've tightened **governance**, sharpened **policies**, achieved **ISO accreditation**, championed reuse, and backed good causes.

Now, we're levelling up - and ready to share our full ESG strategy with you.

# Building Foundations



# 01.

## People

We back our team. We invest in their growth, wellbeing, and success.

# 02.

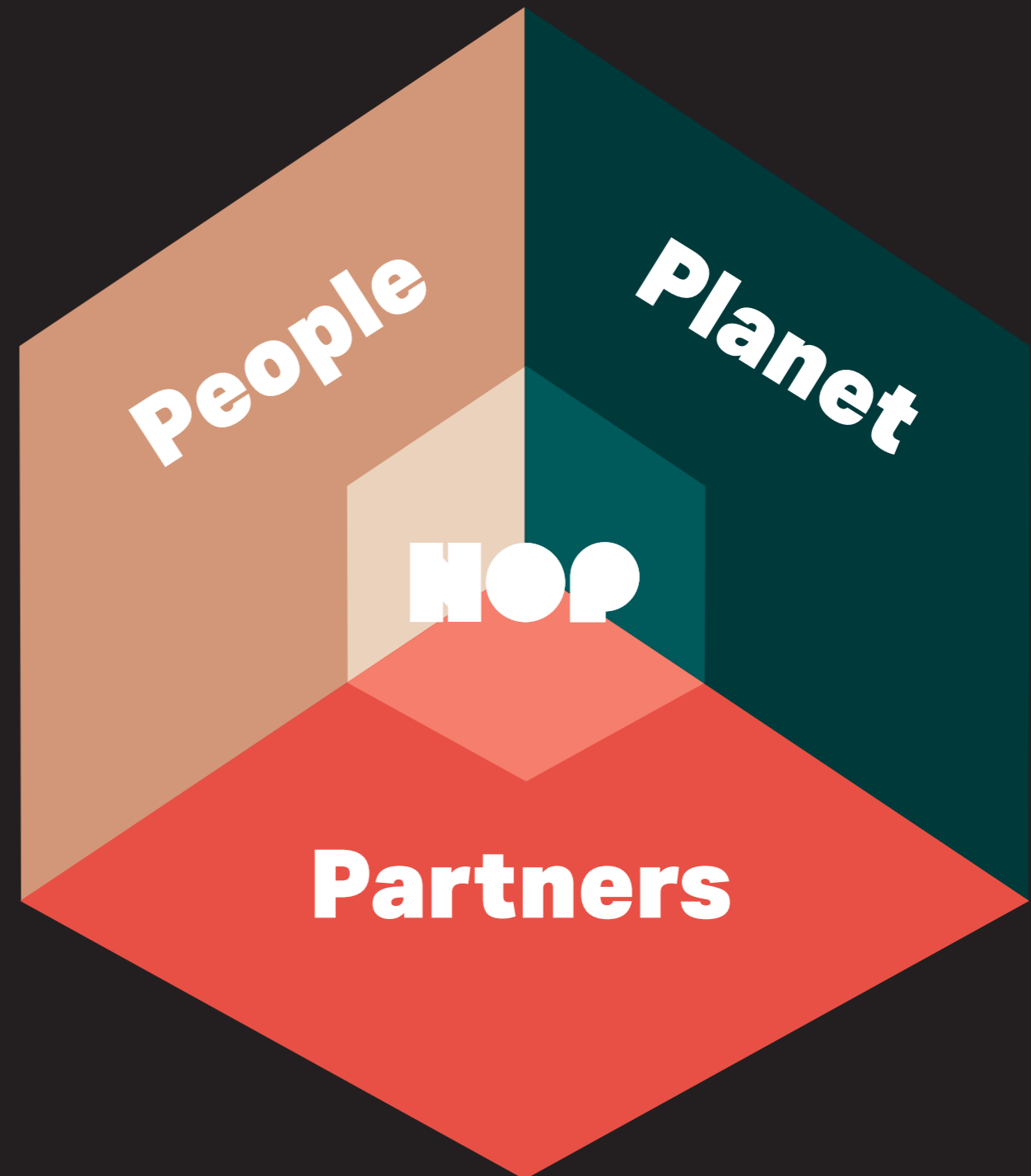
## Planet

We cut waste. We slash carbon. We drive better practices across our industry.

# 03.

## Partners

We collaborate, share knowledge, and stay accountable - together.





01.

# Our People

We put people first, creating a **supportive** environment that **nurtures** growth through upskilling and continuous training.

## **LISTEN.**

**We create space for open, honest conversations through regular forums and focus groups.**

We are implementing quarterly discussion sessions, anonymous post-project surveys, and annual team feedback gathering to help us understand how to improve wellbeing, enhance the HOP experience, and share ideas to spark creativity and inspiration.

## **ACT.**

**We make sure we act on feedback.**

From CPDs and internal workshops, to paid learning days, we're building a culture of growth. We're also updating our D&I policies to ensure fairness and belonging for all.

## **SHARE.**

**We believe in clear, open communication.**

Our updated employee handbook will set out who we are, what we stand for, and where we're heading - aligning with our ESG goals and company values.



02.

# The Planet

We will drive **circular thinking** in every project and be upfront about the carbon emissions we emit.

## NET ZERO

**We're at the beginning of our net zero journey - but we're not standing still.**

By 2026, we'll measure our Scope 1, 2 and 3 emissions to set a clear, honest path to net zero. We're building a roadmap with achievable milestones and regular emissions reporting. We're introducing Whole Life-cycle Carbon Assessments on our projects to tackle Scope 3 — our biggest carbon impact.

## ZERO WASTE

**We build circularity and reuse into every design, giving materials a second life.**

We're training our teams to cut waste at every stage and every project will follow a waste strategy, aiming for 99% landfill diversion.

## TRANSPARENCY

**We won't greenwash.**

We're not at zero yet - but we're choosing progress and radical transparency as our benchmark.

We will share ESG updates quarterly across our platforms to hold ourselves accountable.

We have a dedicated sustainability champion to lead the charge, tracking and reporting every step of the way.

A woman wearing a white hard hat and a safety vest is looking at a large yellow sign with the word 'NO' written on it. The sign is partially obscured by a dark green overlay.

03.

# Our Partners

We invest in our suppliers,  
and community to drive  
collective **environmental**  
and **social impact**.

## **SUPPLIERS**

**Real change needs strong partnerships.**

We're collaborating with suppliers and clients to share knowledge, drive ESG progress, and support those just getting started.

We plan on hosting regular events to bring our network together and tackle big issues like carbon and waste.

## **COMMUNITY**

**We're building lasting connections in our local communities.**

From skills workshops to educational events, we're helping boost local social value.

We're on the lookout for co-hosts to grow a network of organisations doing good.

We're also creating training and upskilling events for local schools and colleges.

## **CHARITIES**

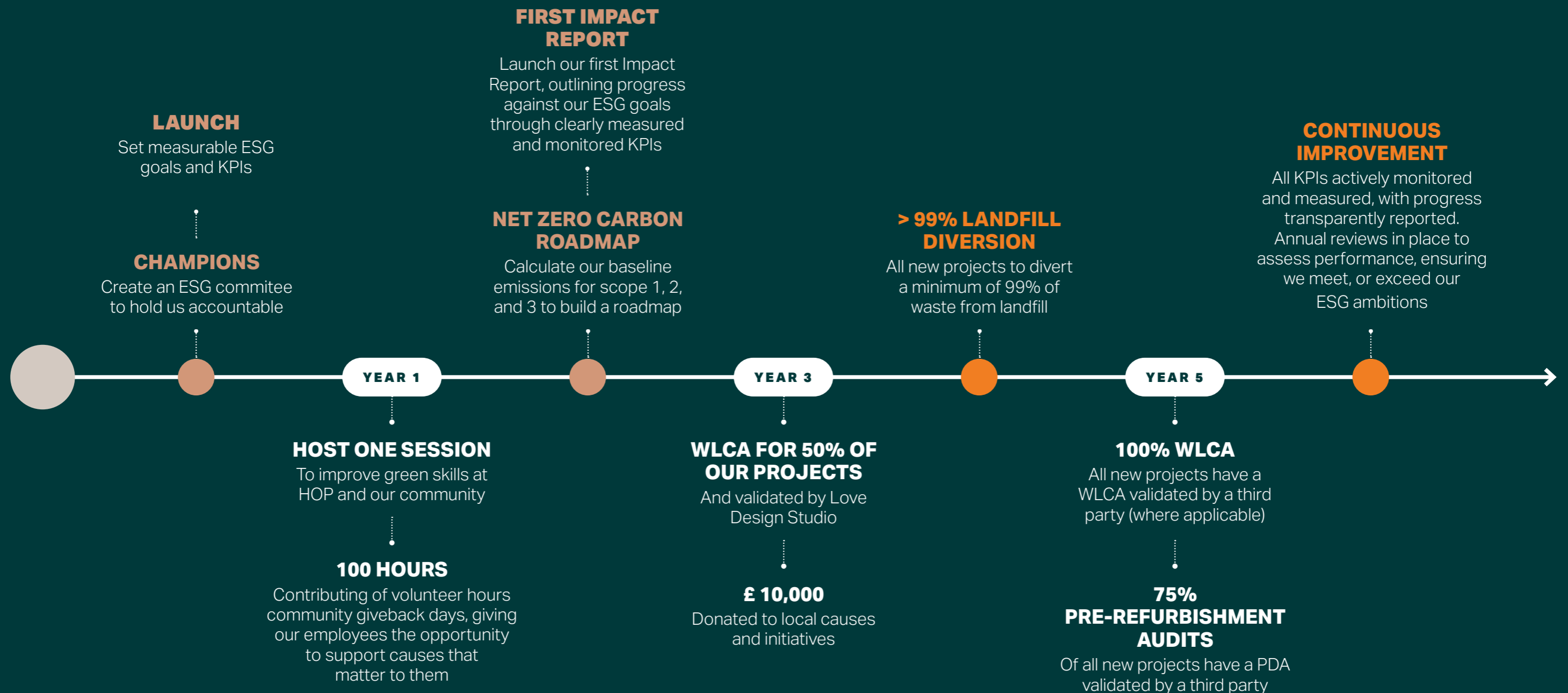
**Giving back is part of how we grow.**

Everyone at HOP gets the chance to volunteer through community giveback days. We also commit a portion of our profits to charities each year - supporting causes that matter to our people.



**It doesn't end here.**

# Our ESG Commitments





# LOVE DESIGN STUDIO

Want to find out more about  
our ESG commitments?

**VISIT OUR WEBSITE**

[www.hop.group](http://www.hop.group)

**GET IN TOUCH WITH HOLLY PIMM**

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