



 SPORT SIGNAGE

# SUSTAINABILITY REPORT





We're proud of the progress we've made towards a more diverse and inclusive workforce. In 2023, we significantly increased female and minority representation within our team, while also introducing our new 'Junior Program', offering local students from a variety of backgrounds the opportunity to develop and excel.

**Amy**  
CEO of Sport Signage UK

Sustainability is at the heart of our operations, exemplified by our investment in Sustainable Aviation Fuel. This year's focus on sustainable projects underlines our commitment to finding green alternatives globally. Standing at the beginning of an ambitious journey, we are driven to achieve our goals with passion and sustainability as guiding principles.

**Tanja**  
Head of Sustainability





# 2030

Our goal is to become net carbon zero by the year 2029, and we have already put in place a range of measures to help achieve this.

## Regional Hubs

We have invested in developing regional hubs. People, equipment and freight are now mostly supplied locally, **drastically reducing our carbon footprint.**

For examples, races in North and South America are serviced by our office and production facility in **Mexico**.

We constantly invest in upgrading our logistics network, currently operating a fleet of hybrid vehicles within Europe.

Our sister company, **Spedition Service**, is a Germany-based logistics service, supplying us with the necessary expertise and capacity to transport equipment and materials as efficiently as possible.

Germany / Mexico / UK / Bahrain / Malaysia





**SPORT SIGNAGE  
JUNIORS**



## SPORT SIGNAGE JUNIORS



**BJORN**  
3D Developer



**Jonas**  
Printhouse Operator



**Frank**  
Financial Assistant



Sport Signage takes great pride in the youthful energy and fresh perspectives brought by our young employees. We are dedicated to increasing the number of young talents across all our locations in the UK, Mexico, and Germany.

**We aim to nurture their skills and foster a dynamic, innovative work environment. By doing this we want to support our local communities. This commitment to education and growth underlines our belief in the potential of young minds to drive our company forward.**



## SPORT SIGNAGE JUNIORS



### Mexico Region Juniors

Ximena is our commercial assistant in Sport Signage Mexico, she works alongside Salma and Rebecca who are our Junior and Executive Assistant.



**Ximena**  
Commercial Assistant



**Salma**  
Junior Assistant



**REBECCA**  
Executive Assistant





# **WOMEN AT SPORT SIGNAGE**

**KENNYA -**  
*Executive Assistant at Sport Signage Mexico*



## WOMEN AT SPORT SIGNAGE



### **We are deeply committed to promoting Equality, Diversity, and Inclusion in our workplace.**

Our efforts have led to a more diverse team, where everyone feels valued and free to be themselves. A key achievement is the increased number of women in our offices globally. For instance, the percentage of women in our Mexico City office has grown from 25% to 35%.



## WOMEN AT SPORT SIGNAGE



**JODIE**  
Placement Student



Jodie joined us in 2022 as part of a University placement program. As part of her Event Management course at Manchester Metropolitan University she opted for a placement year with Sport Signage. Jodie grew both professionally and personally within the year and even comes back to help with projects when her studies allow.

*"My placement with Sport Signage proved to be an incredible experience. I had numerous responsibilities that allowed me to showcase and develop my skills, particularly in communication, teamwork, and adapting to a professional setting."*

*The experience also deepened my understanding of business operations, especially in a fast-paced, globally dispersed environment. I am so grateful for the opportunity, the supportive team, and the amazing opportunities that came my way. Without hesitation, I would recommend working at Sport Signage."*



**Sophie**  
Project Coordinator



WOMEN AT SPORT SIGNAGE



**Leah**  
Junior Art Director



**Berenice**  
Project Manager



**Fernanda**  
Head of HR - Mexico



**Constance**  
Head of Design



**SIMBA**  
Sport Signage  
Mascot

**ANDREA**  
Travel



7  
**WE BRING  
SIGNAGE TO LIFE**

**SPORT  
SIGNAGE**

EDITION 2

**WE BRING SIGNAGE TO LIFE**

**SPORT  
SIGNAGE**



**MASKS MUST  
BE WORN!**

**RENEWABLE  
ENERGY**



# **RENEWABLE DIESEL**

The transition to HVO Renewable Diesel, scheduled for implementation in 2024, represents the next significant step in our sustainability vision.

This shift is part of our broader strategy to embrace more environmentally friendly solutions and reduce our carbon footprint.





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SIGNAGE TO LIFE



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***BEE INITIATIVE***



## BEE INITIATIVE



We joined the BEESandAPPLE initiative in 2021 to save bees around the world. This year we created our own bee hive in Amberg, Germany. The beekeeper who takes care of our bees, Christian, is passionate about the project and ensures the health and productivity of the hive.



## BEE INITIATIVE



We have recently entered into a new partnership where, together with our regional partner, Hortus-Bios in Amberg, Germany, we are fighting for the preservation of habitats for bees. Our regional partner takes care of the nature-oriented and insect-friendly renaturation measures, plantings, set-aside of partial areas, and targeted sowing of native flowering plants.





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CEO of Sport Signage UK

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