



AVK-COM-PL-020

Sustainability & Corporate Social Responsibilities Policy

(Supporting the AVK Sustainability Strategy Aligned with
ESG Reporting Frameworks)



Document Revision History				
Version	Date	Description of Change	Author/Editor	Approved By
1.7	07/01/2025	Annual Review	Head of SRB	CPO
1.8	07/04/2026	Changes throughout the policy	SRB	Head of SRB



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1. Purpose

This policy establishes a governance framework for how AVK allocates financial, human, and in-kind resources to support community, social, and sustainability initiatives.

The policy distinguishes between:

- Community Investment for Social Impact & Value
- Sponsorship Marketing for Social Purposes

Maintaining this distinction ensures contributions are classified, governed, measured, and reported transparently in alignment with the AVK Sustainability Strategy and international ESG reporting expectations.

2. Scope

This policy applies to all AVK employees, departments, subsidiaries, and business units involved in SRB, ESG initiatives, community investment, charitable giving, marketing sponsorship, NGO partnerships, employee volunteering, and awareness campaigns.

3. Definitions

Social/Community Investment - refers to initiatives designed to deliver measurable social or environmental outcomes & value, assessed based on impact for beneficiaries or communities.

Sponsorship Marketing - refers to support provided primarily to achieve brand visibility or stakeholder engagement, measured through marketing metrics.

Social Impact - Refers to the measurable positive social or environmental change resulting from a specific initiative or intervention.

Social Value - Refers to the wider social, economic, and environmental benefits generated through an organisation’s activities and community engagement, often expressed as an economic value.

Donation – A donation is a voluntary financial or in-kind contribution made to support a charitable cause, without expectation of direct commercial or marketing return. It may include one-off contributions, grants with reporting requirements, or broader philanthropic support.

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4. Policy Statement

Alignment with AVK Sustainability Strategy

All community investment activities should support the strategic sustainability objectives of AVK: (1) Powering a Cleaner Net-Zero Future; (2) Powering Positive Social Change & (3) Powering Fair & Responsible Business.

SRB Principles

AVK's community engagement activities should follow recognised corporate responsibility principles including accountability, transparency, ethical behaviour, and respect for stakeholder interests.

5. Social Impacts vs Social Value at AVK

At AVK, both social impact and social value are measured to understand the outcomes and broader benefits created through our community investments and sustainability initiatives.

However, social value is currently being used as the primary reporting metric to provide a cumulative value of individual social impact outcomes generated for communities & society. In this way, social impact demonstrates the change created by specific initiatives, while social value reflects the overall contribution generated through AVK's activities and partnerships. measure of



6. Initiative Classifications decision Tree

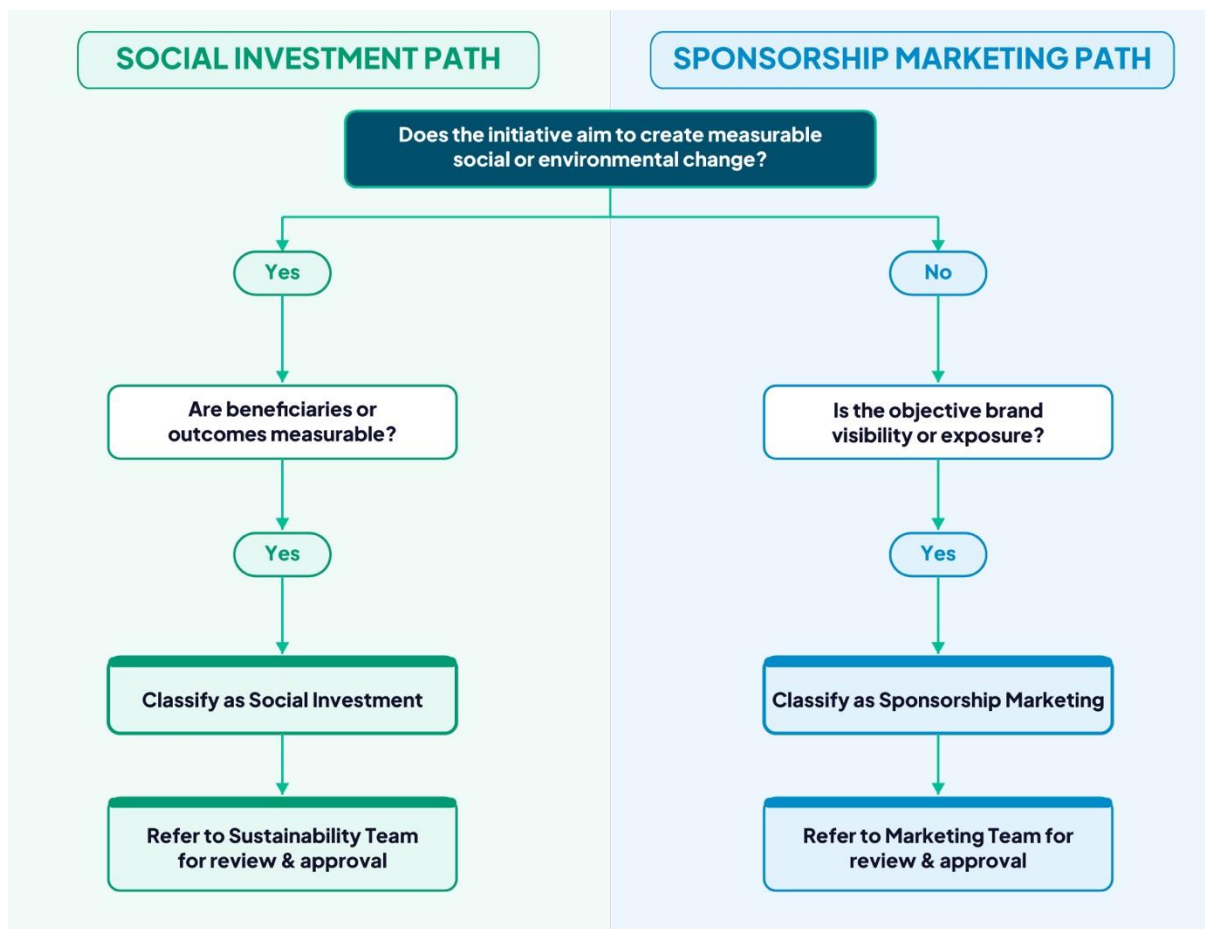
Initiatives must be classified based on their primary intent and the key performance indicators (KPIs) used to measure success. Where the **primary intent** is to **deliver measurable social or environmental impact, and success is assessed through outcomes for beneficiaries or communities**, the initiative should be treated as **Social Investment**. For these types of initiatives, please refer to the Sustainability Team for guidance and approval. For example, a skills outreach programme for young people would fall under Social Investment, as it focuses on long-term outcomes such as improved employability or skills development.

Where the **primary intent is to achieve brand visibility, reputation, or marketing outcomes, and success is measured through marketing or engagement metrics**, the initiative should be treated as **Sponsorship Marketing**. For marketing initiative, please refer to the Marketing Team for guidance and approval. For example, funding a social or community event such as Menopause Awareness, may be classified as Sponsorship Marketing where the objective is brand exposure or stakeholder engagement, and performance is measured through outputs such as impressions, clicks, shares, or event attendance.

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See decision tree below for guidance on steps required for classification:



In some cases, a Social Investment initiative may also be promoted through marketing channels to raise awareness or highlight its impact; however, where the primary intent and outcomes remain focused on social impact, it should still be classified as Social Investment.

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7. Governance and Approval

All charitable donations and social investments and other AVK-funded community initiatives must be formally requested, assessed and approved in advance by the Sustainability and Responsible Business Team.

This requirement ensures that all community-related contributions are strategically aligned with the AVK Sustainability Strategy, social impact objectives and responsible business standards.

The Sustainability and Responsible Business Team is responsible for:

- reviewing and verifying the purpose and objectives of each request
- determining the appropriate classification of the initiative (e.g. social investment & community support)
- ensuring alignment with AVK’s sustainability priorities and commitments
- assessing potential risks, including reputational risks such as greenwashing or social washing
- conducting appropriate due diligence on partner organisations and initiatives
- confirming that appropriate measurement and reporting mechanisms are in place where social impact is claimed



No financial or in-kind commitments may be made by employees, departments, subsidiaries, or external partners without prior written approval through this governance process.

Partner Due Diligence Checklist:



This centralised governance process ensures:

- consistent decision-making across the organisation
- responsible stewardship of AVK’s financial and reputational resources
- accurate classification of social investment and marketing activities
- transparency and accountability in ESG and CSR reporting

By maintaining this structured approval process, AVK strengthens its commitment to responsible community engagement, credible social impact and transparent sustainability reporting.

8. Social Impact Measurement Framework

AVK evaluates social investments using a Theory of Change (ToC) framework.

A Theory of Change (ToC) framework is a strategic approach used for planning, decision-making, and evaluation.

Theory of Change: AVK Community Investment Framework



It outlines long-term goals, identifies key strategies, and can map the activities and pathways that lead to the desired outputs, outcomes, and impact. The framework clarifies how specific interventions and activities contribute to achieving positive social impact.

This marks a new approach to community investment at AVK where a well-defined Theory of Change enables us to:

- develop systemic, sustainable and purpose-driven programmes with partners that are focused on outcomes over the longer term.

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- establish meaningful KPIs that focus on impact, rather than inputs and outputs.
- make better and quicker decisions when faced with new partnership opportunities.
- Build a stronger community investment narrative for stakeholders where we can more readily 'add up' and report our overall impact.
- Set quantitative aims and goals for our community social investments.

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9. Alignment with UN Sustainable Development Goals

AVK should also align its initiatives to the UN Sustainable Development Goals (SDGs) to ensure alignment with internationally recognised sustainability priorities, support measurable impact and reinforce its commitment to responsible and sustainable business practices.



10. Review and Revision

This policy will be reviewed annually by the Sustainability and Marketing teams to ensure alignment with AVK's sustainability strategy, ESG reporting standards and emerging best practices.

11. Responsibilities

This Policy will be administered by the SRB Division and it will be the responsibility of all employees affected by this policy to ensure that documentation submitted is correct, accurate and represents the identity of the employee.

12. Compliance

Failure to comply with any provision of this policy may result in disciplinary action.

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