
Environmental, Social and Governance (ESG)

Our Statement

At proAV we embrace Environmental, Social and Governance (ESG) as a fundamental element of our identity and our ESG strategy revolves around five key pillars:



Environment



People



Social Impact



Supply Chain



Values & Cultures

We are dedicated to making a positive and sustainable impact on the world through eco-friendly practices, employee well-being, community engagement, ethical sourcing and ensuring a culture of integrity is embedded into our operations.

As a business we internally communicate our progress with ESG initiatives, regularly reviewing and improving our strategies. We believe that by integrating these five pillars into our daily activities we can make a meaningful and lasting change, contributing to a more sustainable future.

proAV is fully committed to embedding our ESG strategy across all areas of the business. This commitment is reflected in our adherence to internationally recognised standards, as evidenced by our BSI accreditations. In February 2023, we became a member of EcoVadis and were proud to receive a Bronze medal. Since then, we have continuously enhanced our policies and procedures throughout our operations. As a result, in May 2025, we were awarded a Silver medal, placing proAV's sustainability rating in the top 15%. This recognition highlights our advanced management systems, dedication to sustainable practices, and our ongoing commitment to continuous improvement.





Environment

proAV is deeply committed to reducing our ecological footprint and promoting sustainable practices to protect the planet for future generations. As innovators in our field, we strive to lead by example and to operate sustainably in every area of our operations. Our strong emphasis on sustainability is demonstrated through our ISO 14001 accreditation, the sustainable practices we implement across our sites and the “Green” technology recommendations we provide to our clients. Through continuous improvements and reporting of our direct and indirect impacts, we can monitor and improve upon our environmental performance.

Carbon Reduction

proAV are extremely aware and recognise the importance of monitoring our business activities in relation to carbon production. proAV commit to continued annual reporting in line with the Greenhouse Gas Protocol (GHG) and via the CDP Scheme. In addition, we have developed our Carbon Reduction Plan (CRP) and as part of our Net Zero strategy we have publicly committed through the Science Based Targets initiative our near-term and Net Zero commitment. proAV’s sustainability team will be leading this initiative, working to develop, validate and communicate our target publicly on the SBTi dashboard by the end of 2025.

“proAV is committed to reducing our carbon emissions by 50% by 2030 and becoming carbon neutral (Net Zero) by 2050. We will achieve this by driving operational changes, embracing new technologies and collaborating across the business to ensure that proAV leads the way in environmental responsibility.”

proAV’s Facilities Team have developed metrics and set up reporting tools to assist with continued monitoring of electricity, gas and water consumption across our offices. To assist with reducing our uptake of natural resources across our estate, a 5 year refresh/upgrade programme has been implemented to review all areas where energy efficiency can be optimised, including upgrading of outdated HVAC systems and refreshing internal displays and monitors with energy-efficient models.

As part of our activities, proAV set internal targets to reduce carbon emissions produced per project and one of the main areas where we have a positive impact on carbon reduction is through careful management of deliveries. proAV’s experienced Project Teams work closely with our Procurement and Logistics Teams to ensure we optimise consolidated shipments to reduce the need for multiple deliveries. We work with global courier companies that have environmental concerns at the forefront of their operations, their “Green Fleet” initiatives are helping us reduce our carbon footprint and by partnering with FORS (Fleet Operator Recognition Scheme) accredited enterprises we can drive up standards.

proAV look to lead by example, our Managing Director Richard Brookes is championing new company-wide “Green” initiatives and has been instrumental in developing environmentally friendly incentives for the company including the introduction of our Cycle2Work scheme and EV charging.

Technology

proAV are experts in our field with industry leading facilities in place to drive innovation and process. proAV understands that complicated technical system designs can look to function correctly on paper, but perform differently when deployed into a real-world setting. As part of proAV’s ‘Green’ initiatives, we have recently invested in a cutting-edge, dedicated Proof of Concept (PoC) environment to facilitate proactive testing and collaboration of AV hardware and system designs. This will enable in-depth testing and validation prior to deployment, reducing the need for subsequent re-visits caused by snagging and operational issues. Ultimately by vigorously testing the system design and replicating real life scenarios in an offsite setting, this will drive down transport emissions whilst enhancing user experience.

Remote Management

In addition to the benefit of system up-time and analytics for future technology decision making, proAV are encouraging our clients to factor remote management into their system designs. proAV have recently introduced proActiV a “step up” from using 3rd party only platforms. We offer a collaborative approach to assist clients and consultants to develop system designs that enable efficient remote management which in turn enables a reduction in emissions for both proAV and the client.

Regulations & Education

proAV will comply with all relevant regulatory and legislative requirements and codes of practice. proAV ensure all our staff are trained, educated and have a good understanding of the environmental effects of our business and what is expected of them to minimise these impacts. As part of our daily operations proAV look to educate and encourage our clients to embrace technologies that will have a positive effect within their business both environmentally and financially. proAV is a technology specialist and we closely follow innovations and workplace trends to support our clients with their changing working environments, whether this be through the integration and adoption of UC/VC technology to reduce travel and emissions or to help them become a more agile employer with remote working tools.

Waste Management

proAV operate a 3Rs policy on every project: ‘reduce, reuse, recycle’ to minimise waste production. This is a process we apply to all projects and BAU activities with the intended outcome to divert all generated waste away from landfill and into sustainable waste streams.



As an AV integrator we work primarily with large technology manufacturers so the waste produced comprises mostly of electrical equipment. proAV are very experienced in handling all types of electrical waste in-line with the WEEE directive or global local equivalent.

proAV has a strategic approach to manufacturer trade-in deals and equipment re-purposing, both contribute to the reduction of waste, aligning to both our sustainable practices and that of our clients’. proAV also support our clients in adopting a forward-thinking strategy for managing their technology assets by implementing obsolescence programmes and creating comprehensive technology road-maps.



People

proAV's success comes from our team of outstanding people who share our passion for innovative technology and the rewards it can bring and we firmly believe that our people are our most valuable asset. We are committed to creating a work environment that nurtures and empowers our employees, fosters a culture of inclusivity and diversity and promotes their overall well-being. We are committed to upholding fair labour practices, providing opportunities for growth and development and ensuring a safe and supportive workplace. By prioritising the welfare of our employees, we aim to inspire excellence within our organisation.

Equal Opportunities & Diversity

proAV actively seeks to create a diverse workforce, valuing differences in backgrounds, perspectives and experiences, this includes promoting equal opportunities in recruitment and career advancement. As an equal opportunities employer proAV aims to create a working environment in which all individuals thrive and can make best use of their skills, free from discrimination or harassment and that we understand, recognise, respect and value differences so that all decisions are based upon merit, regardless of age, disability, gender identity, marital or civil partnership status, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

proAV are an AVIXA Gold Member and align ourselves with initiatives to be inclusive of all minority and under-represented groups. proAV actively participates and supports their diversity programmes which include the AVIXA Women's Council UK and AVIXA Diversity Council UK. We are working together with them to align our principles to their vision of empowering women in the AV workplace as well as bringing together AV professionals from various backgrounds and cultures forming a larger and more inclusive dialogue within this industry.



AVIXA provides a wealth of diversity, equality and inclusion resources which all our staff have access to. Our ultimate goal is to drive equality and diversity through our organisation, shifting our behaviours and mindsets making impactful change for our business, clients and community. With the AVIXA tools we are constantly raising awareness of unconscious bias and promoting inclusivity.

The principals of non-discrimination, equal opportunities and diversity are deeply embedded into our ethos and apply to all areas of our operations, internally and externally.

Training & Development



proAV is committed to the development and training of our employees, we believe that a skilled and engaged workforce is crucial for fostering innovation and engagement, which drives operational excellence. We have invested heavily in our Learning Management System (LMS) which provides consistent up-to-date training. It facilitates onboarding, standardised compliance training, including EDI & unconscious bias, technical manufacturer training, soft skills development and also provides access to a wealth of personal development courses that covers all areas of our business. In addition, proAV are an Apprenticeship Levy payer and we operate an internal initiative to upskill new starters and existing team members by using the funds available to further their personal and professional development.

Well-Being

proAV recognise the importance of work-life balance and supports our employees in achieving it. We offer flexible work arrangements, leave policies and wellness programmes to promote employee well-being and to maintain a healthy work-life balance. All employees also receive a comprehensive benefits package, this includes private medical insurance, employee assistance programme (WeCare), company pension scheme (salary sacrifice), Perkbox benefits, discounts and wellness hub, free eye tests and annual flu vaccines. proAV is constantly evolving our programmes for promoting employee well-being and we value the input of our employees by regularly seeking feedback through employee surveys.



Fair Compensation

proAV strives to provide fair and competitive compensation to our employees, with all salary levels for all positions benchmarked by industry sector to ensure basic salaries are in line with others delivering the same or similar roles. To ensure our commitment, proAV is accredited by the Living Wage Foundation as an accredited Living Wage Employer. Additionally, as a global employer, proAV ensures total compliance with all applicable wage, hour laws and local regulations.



Health & Safety

proAV is dedicated to safeguarding employees, stakeholders and communities through proactive measures, transparency and continuous improvement. To demonstrate that our H&S measures are of the highest standard and to reinforce our capability proAV has achieved multiple certificates including our ISO 45001 accreditation for health & safety management. All our employees undergo H&S training as part of the induction process and 100% of proAV site operatives are ECS card holders, all other engineering and supervisory staff hold appropriate qualifications such as SSSTS, SMSTS, PASMA, IPAF & First Aid.





Social Impact

At proAV, our commitment to creating a positive social impact goes beyond merely doing business; it is a core part of our identity and values. We believe that as a responsible corporate entity, we have a unique opportunity to contribute to the well-being of the communities we operate in. We partner with charities, invest resources and collaborate with our supply chain and clients in meaningful social initiatives. Transparency and feedback help us continually improve and make a lasting difference in the lives of those we support. We understand that true social impact is not achieved through one-off actions but by building long-term relationships and sustainable solutions.

Charity

proAV has for many years been actively fundraising for multiple charities by organising various initiatives such as Macmillan coffee mornings, Red Nose days and Christmas Jumper events. Many of our employees' also take part in a variety of charity events which proAV provide sponsorship towards, reinforcing our dedication to making a positive social impact.

proAV's chosen charity White Lodge, is a local charity that provides services to enable those with a range of disabilities to lead fulfilling lives, White Lodge is very close to our hearts and we have been supporting and championing them for over a decade. Each year we run volunteering days where proAV employees carry out tasks to assist the charity, this has included a range of activities from gardening and clearing to painting and general maintenance.



Apprenticeships

proAV is an Apprenticeship Levy payer, enabling us to invest in training and development for our own teams. Additionally, through the programme, we can transfer up to 50% of our annual levy funds to other organisations, helping smaller businesses, charities and local authorities cover apprenticeship training costs. This direct support enables them to create apprenticeship opportunities for new employees or upskill existing team members.

As part of this commitment, proAV has been able to provide additional support to our chosen charity White Lodge, by funding four NVQ Level 4 qualifications. This funding is vital in nurturing the next generation of caregivers and support staff.

Having seen first-hand the positive impact of this programme on our local communities, we are committed to continuing this initiative. Each year, we pledge 50% of our levy funds to maximise the benefits for the organisations we collaborate with, ensuring long-term support and development opportunities.



Work Experience

As well as supporting other enterprises with their resource and development opportunities, proAV is dedicated to welcoming the next generation into our own industry and we see work experience placements as an excellent avenue to achieve this goal.

Our past placements have been very successful, with several team members advancing their careers through such opportunities. Our aim is to continually increase the number of candidates benefiting from these experiences on a year-on-year basis ensuring a promising future for our industry.

Responsible Business

Over recent years, proAV has gained valuable insights from Heart of the City's 'Foundations for Responsible Business' course, along with their workshops, masterclasses, and webinars. This experience helped shape our responsible business journey, allowing us to focus on key areas such as social mobility. As a result, we partnered with Royal Holloway University to participate in their Summer Skills Programme. Moving forward, proAV remains committed to supporting the university in its social-focused initiatives and has built strong relationships across departments to continue making a positive impact.



Supply Chain

We manage our business with pride, integrity and transparency, always striving to exceed the standards set by legislation. Our commitment to responsible practices is at the core of our operations. By benchmarking ourselves against sustainable organisations, we continuously evaluate and improve our methods to remain at the forefront of responsible business practices. We only collaborate with partners who share our commitment to ethical conduct, environmental stewardship and fair labour practices. We strive to build strong partnerships with suppliers who uphold the highest standards of integrity and our ongoing supplier review process guarantees consistent, sustainable and ethical practices.

Supplier Code of Conduct

Our supplier code of conduct outlines our expectations and requirements for all suppliers and business partners who engage in transactions with proAV. The purpose is to establish a framework for responsible business practices, emphasising behaviour, environmental sustainability, labour standards and social responsibility.

The code covers areas such as anti-corruption, quality assurance, compliance with laws and regulations, responsible sourcing and commitment to human rights. All suppliers are required to read, acknowledge and sign acceptance of the code in order to demonstrate their dedication to maintaining our high standards throughout the trading term.

Supplier Due-Diligence

As part of our supplier due-diligence and prior to any business transactions, potential suppliers are required to complete a Pre-Qualification Questionnaire (PQQ) as part of our onboarding process. This is a mandatory requirement to ensure they meet the criteria specified in our supplier code of conduct and that documented evidence of compulsory policies can be provided and verified by our Procurement Team.

The Procurement Team will review the scorecard to ensure they meet the required standards, including financial checks, legal and regulatory compliance, ethical, social and labour standards, quality and product standards and environmental practices. This is further evaluated and approved/declined by proAV's head of procurement. Once onboarded the supplier will then be subject to continual trading reviews, this is carried out initially in the first six months and then quarterly thereafter to ensure compliance.

Subcontractors

proAV has a wealth of engineering resource which means that we are able to keep the use of subcontractors to a minimum. On occasions where subcontracted engineering resource is required, proAV has trusted partners available to us with whom we have worked with for over 20 years.

proAV ensure that all subcontractors have been vetted to evaluate their technical capabilities, qualifications, experience, legal compliance and ethical alignment. In addition, all engineering resource must successfully complete proAV's trade contractor assessment prior to any onboarding being finalised. Also, they must acknowledge and adhere to the proAV Global Engineering Standards Manual - a comprehensive in-house document covering all aspects of design, build and delivery.

Responsible Sourcing Policy

While the majority of our purchasing is dictated by our clients, we actively consider and offer alternative equipment options that are more sustainable with better energy efficiency and greener credentials. In all instances where applicable we will specify items that meet third party approved accreditations such as Energy Star rated equipment and FSC certified products.



Supplier Diversity

proAV recognise that the nature of our business sometimes limits our influence on product choice, which, in turn, may restrict our supplier options. However, where possible, we proactively engage with our clients to offer alternative choices that align with our commitment to diversity.

For internal purchasing within our organisation we actively seek to collaborate with suppliers from diverse backgrounds, including minority-owned, women-owned, veteran-owned, LGBTQ+ owned and small businesses. By promoting supplier diversity within our own network, we not only embrace inclusivity but also gain valuable options to present to our clients, further enriching their choices and experiences.

"proAV is dedicated to fostering supplier diversity by actively partnering with a wide range of suppliers, promoting innovation, economic growth and inclusivity in our business network."



Values & Culture

At proAV, we take great pride in fostering a values-driven culture that revolves around respect, integrity, excellence, innovation, growth and collaboration. These core principles are at the heart of everything we do, shaping our identity, guiding our decisions and driving our commitment to success. We believe that by upholding these values, we create an inclusive and supportive environment where every individual can thrive and contribute to our shared goals. As we come together as a team, our dedication to these fundamental values empowers us to deliver exceptional results and make a positive impact on our employees, customers and the broader community.

Equal Opportunities Policy

proAV is dedicated to equal opportunities, diversity and inclusion for all employees and job applicants, fostering an environment free from discrimination and harassment. We value individual differences, ensuring decisions are based on merit. This policy is communicated through the employee handbook, our HRIS platform and LMS platforms.

Equality, Diversity & Inclusion (EDI)

proAV is committed to providing a workplace of inclusion, equality and belonging and we have a dedicated HR and Wellbeing Team who manage our policies and training. The policies we have in place form the foundation of our ethos and these are communicated via our HRIS and LMS platforms.

proAV publish a gender pay gap report and we run salary benchmarking exercises by industry sector to ensure all basic salaries are in line with others delivering the same or similar roles across the business. proAV are committed to ensuring pay equity and by running regular proactive exercises like this ensures our employees feel valued and recognised within their roles.

Modern Slavery Policy

proAV's published statement demonstrates our commitment to combat potential risks of modern slavery in our business and supply chains. We take decisive action to eliminate slavery and human trafficking, extending our efforts throughout the entire supply chain. Annual training for all employees ensures awareness and equips them to recognise and report any suspected incidents promptly.

Industrial Relations Policy

Aims to create a harmonious workplace, emphasising cooperation and minimal disruption for all employees. By adhering to applicable industrial relations instruments, such as agreements and awards, we maintain fairness and equity in our practices while fostering a positive and supportive atmosphere for our valued workforce.

Anti-Money Laundering

The business of proAV is low risk in relation to money laundering, however in order to prevent any of our services being used (or potentially used) for any money laundering activity, as well as any of our employees being exposed to money laundering, we have defined our anti-money laundering policy. This policy is communicated to all employees via induction and through our HRIS and LMS platforms.

Anti-Bribery & Corruption Policy

proAV does not tolerate any form of bribery, corruption, extortion or embezzlement and takes a zero-tolerance approach to bribery and corruption. Our documented policy applies to all proAV employees and they all receive annual awareness training.



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