



Clearview 2050

Small Business. Big Impact.

Sustainability Strategy
Version 1.0 – June 2024

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Quality control

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Note This document is for **external use**. This is a live electronic document which will be updated regularly as our strategy evolves.

Message from our Managing Director

"According to the Department for Business, Energy and Industrial Strategy, 99.9% of companies in the UK are SMES, generating 52% of the UK's GDP. This means we each have a critical role to play in the fight against climate change and yet, the contribution that we can make towards NetZero has been somewhat overlooked. Whilst we aren't obliged to achieve the same levels of sustainable compliance as our larger counterparts, doing the bare minimum of anything isn't really a 'Clearview thing'.

We accept full responsibility for the role that we've played in contributing to the climate crisis, and we're committed to improving our social, environmental and economic impact - far beyond any statutory requirements. An example of this, is our goal of reducing our Scope 1 and 2 emissions by at least 50% by 2030, and achieve Net Zero across all business operations by 2050 – both ambitious but necessary goals. That said, we believe the biggest contribution we can make, is through wider provision of our data and technology which allows local authorities and transport authorities to achieve their own safety improvement and carbon reduction goals.

From a service perspective, we're helping clients make places safer, greener and more intelligence through utilisation of our hardware detection equipment and our data management platform 'Insight'. Combined, this data and technology offering allows customers to manage and influence vehicle and active travel movements in their region, as well as monitoring air quality and road conditions. We're also proud of the fact, that the majority of our hardware products are powered by renewable sources, and we recently received independent verification that our solar powered road studs are saving a minimum of 49,000 tonnes of CO2 equivalent per annum.

We are proud to be playing our part, but there is so much more we can do, which is why I am delighted to share 'Clearview 2050' with you. It is undeniably a bold and ambitious strategy, but that's because we're committed to accelerating a more sustainable future for all - and we look forward to proving that even small businesses can make a big impact."



"We look forward to proving that even small businesses can make a big impact."

**Nick Lanigan, Managing Director,
Clearview Intelligence Ltd**

Sustainability

From an operational perspective, we have long considered the effect that climate change will have on our business and what we can do to proactively adjust and respond. Like many businesses, we introduced a range of initiatives to reduce our impact on the environment, improving the health and wellbeing of our people, and making a positive contribution to the communities that we serve. And whilst we are proud of our good intentions and the impact we've had so far, there's so much more that we want to do.

Clearview 2050 is our commitment to reducing our impact on the environment whilst positively contributing to society and the economy. It's a bold and ambitious strategy, built around three core values:

Purpose - Vision Zero

- Developing our products and services to achieve zero fatalities and injuries on roads and places.

People - Beyond Zero Harm

- Providing a safe, secure and diverse workplace where our people, including supply chain, feel included and supported to reach their potential, as well as giving back to our communities through community involvement and engagement.

Planet - NetZero

- Achieve NetZero across our entire business operations by 2050.

This document provides our people, supply chain partners and customers, with an overview of our goals and initiatives aligned to the UN's Sustainable Development Goals, as well as our proposed approach to implementation, measurement and reporting.

"At Clearview, sustainability is about using our data and technology to make the planet safer, greener and more intelligent.

It's about looking after our people – making them feel safe, secure and supported to fulfil their potential.

And it's about supporting our supply chain and the communities within which we work, to leave a positive lasting legacy."

**Claire Mcfarlane, Head of Business Compliance,
Clearview Intelligence Ltd**

Vision Zero

In December 2023, the World Health Organisation estimated 1.19 million deaths were caused by road collisions - a number which is targeted to halve by 2030 through positive intervention.

Vision Zero is a multinational road safety initiative with the aim of ensuring no fatalities or injuries from road collisions.

At Clearview Intelligence, we develop technology and software solutions to make places safer including roads, active travel paths, streets, town cities and rural areas. We help transport authorities and operators understand demands and movements, to influence changes in driver, cyclist and pedestrian behaviour - enabling safer, more intelligent infrastructure.

The most valuable contribution we can make to Vision Zero is to continue our investment in the research, development and testing of new road safety systems and solutions.

We must not forget those that have suffered as a result of road traffic incidents, this includes those that have serious injuries and the bereaved, which is why we are committing to a two-year strategic partnership with a UK-based road safety charity, volunteering our time to educate road users, raise awareness and funds to support victims of road collisions.

We have chosen to support:

- IAM RoadSmart – An organisation supporting individuals to become better, safer and more skillful drivers and riders.
- RoadPeace – A charity with a vision where road danger is not tolerated and where road crash victims receive justice and compassion.

And will continue to support other road charities in future years.



To support these organisations, we commit to:

- Supporting five novice drivers through the IAM RoadSmart advanced driver training course in the area of Hull, England to improve their driving safety skills;
- Become a Bronze sponsor of the RoadPeace challenge in support to end road death and injury;
- Raising awareness/ promoting the work of these organisations via our website, social media channels and all other marketing materials.

Beyond Zero Harm

Everyone has the right to return from work safe from harm with their physical health and mental well-being intact. Like many small businesses we have a robust health and safety system in place to assess, reduce and mitigate risks, keeping our people safe, secure and free from harm whilst at work. Clearview Intelligence are the first organisation to receive healthy workplace status at both the bronze and silver levels through the Milton Keynes City Council.

We are particularly proud of our focus on improving the health and wellbeing of our people, introducing a range of initiatives to engage, encourage and support everyone to feel good at work. This includes our Health and Wellbeing Desk Calendar with a different topic campaigned each month via toolbox talks and lunch and learns.

We encourage a healthy work life balance, through the implementation of a flexible working policy which can be adapted to suit each individual.

We also have five trained Mental Health First Aiders across the business and we offer an Employee Assistance Programme where individuals can access advice and guidance from independent external experts.

From a skills development perspective:

- We have launched an online training platform providing everyone in the company with HSQE fundamentals as well as a series of soft skills. Mandatory courses include health and safety, mental health awareness, equality and diversity awareness, and from a supply chain perspective, modern slavery.
- Our future leaders are participating in a management and leadership programme with National Highways.
- We are an employer that are always open to providing opportunities to our staff to access further professional development.



"We want to use this as an opportunity to take the health, safety and wellbeing of our people to the next level. We want people to be happy and fulfilled because they've come to work."

**Claire McFarlane, Head of Business Compliance,
Clearview Intelligence Ltd**

Beyond Zero Harm

We proactively engage with our local business communities and we are delighted to have won awards in recent years:

- SME of the Year at the MK Business Awards 2022
- Carbon Champion of the Year at the Scottish Digital Technology Awards 2022
- Supply Chain Champion 2022 at the conclusion of the Ayrshire Build Programme hosted by Hub South West
- Winners of the Technology Award at the MK Business Awards 2023
- Featured in the MK50 2024 list as a top privately owned business in Milton Keynes

We were also finalists of the Mental Health & wellbeing Award 2022 at the Highways Awards.

From a community perspective, we have a strong history of contributing to:

- Local initiatives such as the MK Dons Football Club Sport and Education Trust
- Good causes including our annual company charity of choice
- We are proud to offer all of our people, two paid volunteering days to spend with a charity of their choosing.

This level of local impact is something we are keen to build upon and so we will develop local impact strategies for our office locations in Milton Keynes and Glasgow, detailing the organisations and networks with whom we will collaborate with a view to influencing and supporting whilst creating social value and reducing our environmental impact. And we will continue to showcase our products, services and impact on our local communities by applying for further awards and recognition in the future.



MK Business Awards SME of the Year

Award Winner 2022: Since moving our HQ to Milton Keynes five years ago, we have been on a mission to engage with and make a difference to, our local community.

We were honoured to receive the MK Award for SME of the year for: our commitment to using our solutions to achieve safer outcomes; our support to local causes; our carbon footprint reduction initiatives and our commitment to creating employment opportunities and improving the working environment for our people.

Net Zero



We recognise the climate crisis as the single biggest challenge facing our planet, society and the economy. We are already seeing the adverse effects on the planet, and we are acutely aware of the risks that it presents to us as a business.

We are also - understandably - feeling increasing pressure from our customers to state our carbon reduction targets and share our progress.

We have implemented a range of green initiatives over the years including:

- Reduce, reuse, and recycle
- Fuel efficient company vehicles (Euro 6 Compliant)
- Cycle to work incentives
- Electric vehicle salary sacrifice scheme

Notwithstanding these efforts, we recognise the need to reduce our carbon impact - at pace - and do all that we can to become part of the solution.

As a result, we are very proud to commit to science-based targets in line with our 'On The Road to Net Zero' certification:

- At least 50% reduction of our scope 1 and 2 emissions by 2030
- At least 30% reduction of our scope 3 emissions within 5 years
- A further 20% reduction of our scope 3 emissions by 2040
- Achieve Net Zero across all business operations by 2050

We have collaborated with NetZeroNow, a credible organisation who take a sector-led approach to help SME's achieve the vitally important goal of Net Zero.

Clearview Intelligence have recently been awarded the 'On The Road to Net Zero' certification after successfully validating our carbon emissions for our baseline year.

In parallel, our Purpose workstream will identify ways in which we can further decarbonise our hardware and software products as well as the installation, service and maintenance process.

Our people, planet and process workstream is currently assessing how quickly we can transition to electric vehicles and the cost, operational implications of same. As a business, we would like to transition to EVs for all company cars and fleet vehicles as quickly as possible, but we are facing a number of constraints in terms of availability of suitable stock, logistical considerations and available mileage ranges with regards to field operations vehicles and of course, how we implement a fair electric vehicle charging and expense policy and process - all issues we will positively tackle and overcome, but certainly a priority topic for the time being.

Clearview are proud Gold members of the Supply Chain Sustainability School which is an incredible free-online learning resource for all things sustainability.

Net Zero



From a product perspective, we were fortunate to participate in a Carbon Impact Pilot Programme, funded by Scottish Enterprise and Highlands and Islands Council. The programme provided us with 12 months access to a LifeCycle Analysis Tool as well as access to workshops and 1-2-1 coaching.

For the purpose of the programme, we measured the carbon impact of repatriating the manufacture of our SolarLite Road Stud from Malaysia to the UK. Following rigorous analysis and independent review of our project, we were delighted to receive validation that we had positively impacted carbon reduction and that our impact was significant - saving more than 49t of CO₂ equivalent to driving a car six times around the world.

We have then completed further calculations to determine the difference in carbon outputs on traditional street lighting and our active road studs: (Equation – (watts x hrs) / 1000 = kWh)

Traditional street lighting

Traditional street lights run at 312.5W per lighting unit. Over a KM (80 street lights) these total 4,151 (number of hours per light per year) x 312.5w = 103,775kWh per year per km

Move to LED street lighting

LED street lights run at 125w per lighting unit. Over a KM (80 street lights) these total 4,151 (number of hours per light per year) x 125w = 41,510kWh per year per km

Comparison with SolarLite-MK4 active road studs

Using the UK government emissions factors 2023 the generation emissions factor for grid electricity is listed as 0.20707kg CO₂e per kWh.

Traditional street lights = 103,775kWh x 0.20707 CO₂e = 21,488kg CO₂e per year (10 year life)

LED street lights = 41,510kWh x 0.20707 CO₂e = 8.6kg CO₂e per year (15 year life)

SolarLite-F (MK4) active road studs = 2.62kg CO₂e manufactured cost

Using the independent environmental solution advisers Encon's estimation of between 31-46 trees needing to be planted to offset each tonne of CO₂, taking the lower estimate the below number equates to the number of trees needing to be planted to offset the cost of lighting:

Number of trees

Traditional street lights per KM = 6,661,280 trees
LED street lights per KM = 3,999,000 trees
SolarLite-F (MK4) active road studs per KM = 81 trees

Our achievements

Clearview Intelligence recognise there is a lot of work to be done to achieve our ambitious targets, but we also understand that it is important to celebrate our achievements along the way. Below are our latest successes from the past 12 months.

Vision Zero Achievements

- Partnering with IAMRoadSmart, an organisation with a priority to make better drivers and riders. Clearview Intelligence successfully offered three members of the public in the Hull area the opportunity to become an advanced driver through their excellent advanced driver course.
- Partnering with RoadPeace, the national charity for road crash victims, to promote their RoadPeace challenge by making a united stand against road death and injury.
- All Clearview staff have completed a driver awareness training course through our online training platform, iHASCO, and our Field Service Engineers completed the practical Advanced Driver training course with IAMRoadSmart.
- Clearview Intelligence have developed our Clicklite Stud that is either in a fixed shoe or fixed on the surface that would only require the replacement of the stud at the end of life, rather than further coring and civils works required. The sustainable benefits of the Clicklite:
 - 100% solar powered.
 - 50 Solarlite studs installed in one night shift, compared with 50 Clicklite studs that can be installed with the shoe in 45 minutes, with the ability of our partner WJ Group new milling machine designed for the installation.
 - Manual labour replaced with an automated installation.
 - The removal of civils work on the network and a reduced number of staff required for the installation.
 - When the stud requires being replaced, this can take place in 10 seconds.
 - Removes the requirements to core replacement studs.

Beyond Zero Achievements

- Clearview Intelligence were the first organisation in Milton Keynes and Bedford to be awarded both the Bronze and Silver Healthy Workplace Standards awards in all eight standards – Absence Management, Alcohol and Substance Misuse, Health and Safety, Healthy Eating & Physical Activity, Inclusive Employment, Leadership in Health & Wellbeing, Mental Health & Wellbeing and Smoking & Tobacco Related Ill-health.
- All staff have completed compulsory training on Mental Health Awareness, EDI and Modern Slavery through our online training platform, iHASCO.
- Staff have been offered the opportunity for further development. Staff have competed further training including a Business Sustainability Diploma, Management and Leadership Diploma, AAT and NEBOSH Health & Safety General Certificate.
- We received a positive response to our internal Employee Engagement Survey.

Our achievements

- Our annual Safety Stand Down Day was a success, with parts of the day including the introduction of guarded blades to replace the use of open blades, a guest speaker – Steve Whittle from 'Tough To Talk', focusing on men's mental health, in particular when lone working and a 'What's Your 'Why' workshop, focusing on personal reasons to work safely.
- Clearview Intelligence have obtained the Disability Confident Registration Level 1.
- All staff were offered a 'lunch and learn' practical CPR and Automated External Defibrillator training.
- Our chosen charity for 2023 was Harry's Rainbow, based in Milton Keynes. Clearview Intelligence raised £1200,45.
- All staff are now offered 2 paid volunteering days. We had 8 members of staff in 2023 uptake these days.
- We are a part of the 'Friends of the Trust' for the MK Dons SET, a charitable organisation that is dedicated to making a positive impact on people's lives through sports and community programmes.
- Our staff came together and created 'MK Girl Packs' – sanitary product donations for local schools in Milton Keynes.
- Rolled out an Employee Benefits Programme, which includes discounts and benefit packs for our favourite high street and online stores, gym membership discounts, a confidential Employee Assistance Programme and a cycle to work scheme.
- Clearview Intelligence held several health and wellbeing campaigns in line with our wellbeing calendars, including our 'Steps To Health' competition, blood pressure checks and optician checks in our offices.
- All staff have been provided external expert advice and support for personal pensions and effectively financial planning.

Net Zero Achievements

- Established our carbon footprint baseline year for 1st April 2022 – 31st March 2023.
- Achieved 'On The Road To Net Zero' certification.
- Implemented a Safer & Greener Travel Policy.
- Switched four of our field service vehicles from petrol and diesel to hybrid vehicles.
- Began the conversation of Net Zero with our manufacturing supply chain, working towards a positive collaboration.
- Achieved silver status at the Supply Chain Sustainability School.
- Implemented a new expense system to aid with our carbon footprint calculations.
- Packaging - We have eliminated polystyrene packaging from our M680 product packaging. This removed two large items that are not biodegradable or recyclable. Individual plastic bags on our M680 product and Active Road Studs were removed several years ago.
- Packaging Tape – All Clearview deliveries are now shipped in boxes closed and sealed using Clearview branded 120micron Kraft paper tape, which has replaced PVC non-recyclable tape.
- The MK4E and Clicklite product injection moulder's have been replaced with an ABS Glass-Fill material, which has also shortened the supply chain from the Far East to Europe.
- Incorporated a waste segregation scheme across all office locations

As you can see, Clearview Intelligence are dedicated to this strategy, and look forward to achieving our following goals and initiatives.

Vision Zero Goals

01

Annual Investment in R&D

For the development, testing and implementation of route safety solutions.

02

Advanced Driver Training

Upskill 5 members of staff per year in the IAMRoadSmart advanced driver training.

03

RoadPeace Challenge

Continue to raise awareness of the RoadPeace challenge through social media influence and internal business awareness on an annual basis.

04

Local Schools

Work with two local primary schools per year by supporting with route safety solutions/ initiatives.

05

Driving for Better Business

Complete the seven steps to better driver management through the Driving for Better Business scheme.

06

ITS UK

Continue to work with ITS UK to influence driver safety policies and behaviour.

07

Smart Stud Development

Temperature protection feature to avoid product 'shutdown' in intense heat/ climates. Development will feature an auto shutdown to protect itself from the heat, and automatically turn back on. Will provide a reduction of faults pf product in extreme climates and keep delineation in road to continue to provide route safety feature.

08

VMS Sign Development

In partnership with MessageMaker, develop our school route safety solutions providing real time information to VMS signs and school crossings.

SUSTAINABLE
DEVELOPMENT GOALS

3 GOOD HEALTH
AND WELL-BEING



8 DECENT WORK AND
ECONOMIC GROWTH



11 SUSTAINABLE CITIES
AND COMMUNITIES



13 CLIMATE
ACTION



Vision Zero Goals

09

Mlink Configuration

Simplification of configuration of Count & Classify products to enable civil teams to commission sites during installation.

10

SolarLite Path

Development of the SolarLite Path stud which will be an offering of safety for pedestrians in areas of complete darkness at night.

11

Use of Drones

All site surveys completed with the use of Drones to reduce the amount of physical visits to high speed sites.

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Beyond Zero Harm Goals

01

Healthy Workplace Standards

Achieve the Gold Award in the Healthy Workplace Standards in Milton Keynes.

02

iHasco Online Training Platform

All new starters to complete the compulsory training on Mental Health Awareness, EDI and Modern Slavery.

03

FIR Ambassador

Have FIR Ambassador representatives in the organisation, one at each office location.

04

RIDDOR Incidents

Maintain our Zero RIDDOR incident repour and continue to avoid complacency on safety matters.

05

Local Charities

Support 1 local charity at each office location (Milton Keynes & Glasgow) on an annual basis and arrange fundraising and supporting activities.

06

Staff Volunteering Days

Encourage all staff to use their two paid volunteering days per year.

07

Company Hugs

Influencing good healthy living behaviours to all staff at internal Company Hug events on an annual basis.

08

Social Value Initiatives

Social value initiatives implemented when engaged in business activities in major towns and cities.

09

Stem Initiatives

Work in one local school per year and promote STEM learning and careers.

SUSTAINABLE
DEVELOPMENT GOALS



Beyond Zero Harm Goals

10

Staff Professional Development

Continue to offer professional development opportunities to all staff to further develop each career.

11

Development Programmes

Expand our apprenticeship and development programmes to encourage apprentices and graduates in joining the industry sector.

12

Supply Chain

Support our key supply chain in the development and implementation of their sustainability strategies and targets.

13

Local Business

Where possible, employ local SME organisations to support projects in local authorities.

14

Modern Slavery Mapping

Work with our supply chain partners to identify areas where Modern Slavery has the highest prevalence and aim to order product components from safe areas.

15

Equality, Diversity and Inclusion

Continue to recruit fairly and inclusively based on talent and EDI principles.

16

Supply Chain Charter

Developing a supply chain charter to ensure we are working with like-minded supply chain partners who will help us achieve our sustainability goals.

17

Financial Advice and Support

Continue to provide external support and advice to our staff with professional financial and pension planning.

18

Onboarding

Provide a high level and detailed onboarding process to ensure new staff feel confident, informed and comfortable.

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13 CLIMATE
ACTION



Net Zero Goals

Short Term Goals, by 2030

01

Progression to Net Zero

At least 50% reduction of our scope 1 and 2 emissions by 2030.

02

Progression to Net Zero

At least 30% reduction of our scope 3 emissions within 5 years.

03

Hybrid Fleet

Switch all petrol and diesel fleet to, at least, hybrid fleet vehicles and where possible electric vehicles.

04

Aerofoil

Install aerofoil in office fridges.

05

Public Transport

Travel by public transport as first line of choice for all business travel.

06

Smart Meters

Switch to electricity/ gas smart meters at our headquarters.

07

Sustainable Hotels

Sustainable hotels to be first choice when travelling for business.

08

Supply Chain Sustainability School

Achieve Gold status with the sustainability school, and continue to use the support resources.

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13 CLIMATE
ACTION



Net Zero Goals

Short Term Goals, by 2030

09

Electric Vehicles

Encourage staff to switch to hybrid/ electric vehicles. Promote our salary sacrifice scheme for electric vehicles.

10

Food Waste

Introduce a food waste scheme at the headquarters, influencing all organisations in the service building to participate.

11

PPE Waste

Enroll on a Personal Protective Equipment waste scheme to ensure old/ faulty PPE is being disposed of appropriately

12

Potting Resins

Remove the use of hazardous potting resins from the installation of our Active Road Studs and replace with a less hazardous substance.

13

SolarLite Path Development

Develop the SolarLite Path studs which will be:

- 0% hazardous potting material
- Wildlife friendly – optical arrangements specialized to not interfere with wildlife.
- Dark skies friendly.
- Ability to remove electricity powered street lighting.
- Simple installation with non-hazardous materials.

SUSTAINABLE
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13 CLIMATE
ACTION



Net Zero Goals

Medium Term Goals, by 2040

01

Progression to Net Zero

A further 20% reduction of scope 3 emissions by 2040.

02

Renewable Energy

Switch service office building to a 100% renewable energy tariff.

03

Motion Sensors

Reduce electricity usage by installing motion sensor lighting throughout the office buildings.

04

Renewable Energy

Promote to all staff the sustainability benefits of switching home energy suppliers to 100% renewable energy for home working/ hybrid working staff.

05

Electric Fleet

Switch to 100% electric fleet and company vehicles by 2040.

06

Motion Sensor Taps

Advice service building management companies to switch to motion sensor taps to reduce water usage.

07

Food Waste

Introduce a food waste scheme at the Glasgow service building, influencing all organisations in the building to participate.

08

Smart Stud Development

Amend operational design of active studs to maximise performance and efficiency renewable sources.

SUSTAINABLE
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13 CLIMATE
ACTION



Net Zero Goals

Long Term Goals, by 2050

01

Net Zero

Achieve Net Zero across all business operations by 2050.

02

Renewable Materials

Solely renewable materials used to manufacture all Clearview products.

Once we understand where we are on our journey by 2040, further goals and initiatives will be implemented into this section.



**For further information regarding our Sustainability
Strategy, please don't contact our Head of Business
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