



ON FIRE COMUNICACIÓN S.A. DE C.V.

CLIMATE POLICY

V1.0 – 2025-02-03

1. COMMITMENT STATEMENT

At **On Fire Comunicación**, we recognize the severity of the climate crisis and its systemic nature, as well as our responsibility, as a private entity in the creative sector, to actively contribute to environmental sustainability. Despite being a medium-sized company with operations located in Mexico City, we understand that our activities have direct and indirect impacts on the environment.

We are committed to adopting responsible environmental management, aligned with the **Sustainable Development Goals (SDGs)**, in particular **SDG 11** (Sustainable cities and communities), **12** (Responsible consumption and production), and **13** (Climate action), and with the current legal framework on climate change and the environment at the federal and local levels.



We also reaffirm our commitment to continuous improvement and the promotion of an organizational culture that prioritizes resource efficiency, the reduction of greenhouse gas (GHG) emissions, and responsible communication with a focus on climate.

2. APPLICATION SCOPE

This policy is mandatory for all members of **On Fire Comunicación**, including administrative, creative, management, and operational staff. It will also guide our relationships with suppliers, customers, and third parties, to the extent applicable, promoting environmental practices aligned with our sustainability principles. The areas covered include:

- Energy consumption in offices and servers.
- Prevention and management of solid urban waste in offices.
- Logistics and workplace mobility.
- Responsible and sustainable purchasing and procurement.
- External communication with a sustainable approach.



3. APPLICABLE REGULATORY CONTEXT

Production and distribution of advertising materials. This climate policy is aligned with the legal and programmatic framework on the environment, climate change, and sustainable development in force in Mexico and Mexico City. Although **On Fire Comunicación**, as a micro-enterprise in the service sector, is not required to comply with complex environmental reporting or verification schemes, it is our strategic and ethical decision to proactively adhere to the principles and guidelines established by the following provisions:

3.1 Federal Legal Framework

- **General Law of Ecological Balance and Environmental Protection (LGEEPA, in Spanish)**

Establishes the principles of environmental policy in Mexico, including pollution prevention, sustainable use of natural resources, and shared responsibility among the public, private, and social sectors.

Application: Although **On Fire Comunicación** does not handle industrial processes, proper waste management, rational use of resources, and prevention of negative impacts on the urban environment fall under this framework.

- **General Law for the Prevention and Comprehensive Management of Waste (LGPGIR, in Spanish)**

Regulates the management of solid urban waste, including separation, collection, recovery, and final disposal. It establishes that commercial and institutional generators must comply with proper management criteria.

Application: It commits us to separating waste, reducing its generation, and giving preference to recycling and reuse.

- **General Law on Climate Change (LGCC, in Spanish)**

National legal framework that establishes the basis for Mexican climate policy. It recognizes the participation of the private sector in greenhouse gas (GHG) mitigation and encourages the voluntary integration of good practices.

Application: Although direct obligations apply mainly to large emitters, the law promotes mechanisms for small and medium-sized companies to participate in voluntary climate action plans, which **On Fire Comunicación** adopts as the basis of its commitment.

- **Federal Consumer Protection Law and its Environmental Advertising Standard (under development by PROFECO)**

Although an official regulation on environmental advertising is not yet fully in force, PROFECO has issued guidelines that discourage "greenwashing" and promote that all environmental claims in advertising campaigns be substantiated and verifiable.

Application: It drives our responsibility as an advertising company to ensure that the environmental messages we disseminate are ethical, accurate, and verifiable.

3.2 Local Regulation: Mexico City

- **Mexico City Law on Climate Change Mitigation and Adaptation and Sustainable Development (last amended in 2022)**

Requires all economic activities in the city to contribute, to the extent of their capabilities, to the reduction of GHG emissions, the efficient use of resources, and the transition to sustainable models.

Application: Encourages companies such as **On Fire Comunicación** to implement internal policies on energy efficiency, responsible purchasing, and sustainable mobility. This law recognizes the shared responsibility of the business sector in the fight against climate change.

- **Mexico City Solid Waste Law**

Establishes the obligation to separate waste into five categories (organic, recyclable inorganic, non-recyclable inorganic, sanitary, and special handling). Prohibits the marketing, distribution, and delivery of single-use plastic products such as bags, straws, and disposable utensils as of 2021.

Application: **On Fire Comunicación** is required to comply with source separation and avoid the purchase and use of single-use plastics at its facilities and events.

- **Regulations of the Environmental Law for the Protection of the Earth in Mexico City**

Includes provisions on energy consumption, rational use of water, noise control, and air quality, particularly in dense urban environments such as our offices.

Application: Although compliance is less strict for offices, simple internal consumption audits and efficiency measures are encouraged.

- **Mexico City Environmental and Climate Change Program 2019–2024**

This program establishes cross-cutting goals and strategies in energy efficiency, clean mobility, circular economy, and resilience. It invites local businesses to join the green transition through voluntary and innovative practices.

Application: It provides a guiding framework for defining our own internal climate goals, aligned with local policy.

3.3 Reference Standards and Norms (Voluntary)

- **ISO 14001 – Environmental Management Systems**

International standard that provides a framework for managing environmental responsibilities in a systematic manner.

Application: Although **On Fire Comunicación** is not formally certified, it is used as a reference for structuring this policy and its monitoring mechanisms.

- **ISO 20121 – Sustainable event management**

Provides useful guidelines for campaigns, launches, or events organized or coordinated by the company.

Application: Guide for planning events with minimal environmental impact.



- **United Nations Global Compact**

A voluntary initiative that promotes responsible practices in human rights, labor, the environment, and anti-corruption.

Application: We consider its framework to be an ethical and operational benchmark.

3.4 Tax and Incentive Considerations (Optional)

- **Income Tax Law (ISR)**

Tax deductions for investments in clean technologies or energy efficiency improvements (Article 34).

- **Programs of the Mexico City Ministry of the Environment**

Some calls for proposals offer technical assistance, training, and sometimes incentives for small businesses that adopt sustainable practices.

4. GUIDING PRINCIPLES

This policy is guided by the following institutional principles:

- Shared responsibility:** Everyone in the company has a role to play in climate action.
- Prevention and precaution:** Act early to avoid negative environmental impacts.
- Progressive mitigation:** Reduce our environmental footprint through continuous improvement.
- Transparency and accountability:** Communicating progress, challenges, and results in a clear and verifiable manner.
- Participation and innovation:** Involve the team and stakeholders in creative and sustainable solutions.

5. ACTION LINES AND COMMITMENTS

5.1 Energy and Emissions

Objective: Minimize energy consumption and GHG emissions from our operations.

Actions:

- Replacing lighting with LED technology in 100% of our offices.
- Preferential use of electronic equipment with energy efficiency certification.
- Implementation of a policy to automatically turn off equipment outside working hours.
- Feasibility assessment for contracting renewable energy (CFE Basic Supply or private alternatives).
- Recording and monitoring of electricity consumption and estimated emissions every six months.



5.2 Waste Management

Objective: To reduce and properly manage the waste generated.

Actions:

- Progressive digitization of internal processes and communication materials.
- Mandatory waste separation in accordance with the Mexico City Solid Waste Law.
- Elimination of single-use plastics (cups, cutlery, plates, etc.).
- Encouraging the use of reusable utensils (bottles, thermos flasks, cups).
- Exploration of composting schemes (minor organic waste).

5.3 Sustainable Mobility

Objective: Reduce emissions generated by staff transportation and external activities.

Actions:

- Promotion of public transport, cycling, and walking among staff.
- Prioritizing virtual meetings whenever technically and commercially feasible.
- Implementation of a rotational "home office" schedule for all company personnel, provided it is feasible according to their daily activities and responsibilities.
- Encouraging carpooling among employees.
- Establishment of a voluntary reporting system for used means of transport.

5.4 Responsible Purchasing

Objective: Incorporate environmental and social criteria into the procurement of goods and services.

Actions:

- Selection of suppliers that demonstrate good environmental practices or have certifications (ISO 14001, FSC, among others).
- Preferential purchase of recycled, compostable, or biodegradable supplies.
- Substantial reduction in the printing of materials, prioritizing digital formats.
- Preference for local supplies that minimize the logistics footprint.

5.5 Environmental Culture and Education

Objective: To promote training, participation, and shared responsibility among the team.

Actions:

- Holding quarterly environmental awareness sessions.
- Creation of a voluntary "Internal Sustainability Network" with members from different areas.
- Continuous internal communication on best practices and results.
- Establishment of symbolic incentives to recognize outstanding actions.



5.6 External Communication and Activism

Objective: Position **On Fire Comunicación** as a creative company with an environmental commitment.

Actions:

- Dissemination of climate and sustainability achievements on social media and the corporate website.
- Promotion of campaigns with a focus on social and environmental responsibility.
- Participation in initiatives, forums, or local networks that promote climate action in the private sector.

6. IMPLEMENTATION, MONITORING, AND EVALUATION

The effective implementation of this climate policy is essential for **On Fire Comunicación** to translate its commitments into concrete and measurable actions. Although we are a small company, we recognize that systematization, regular monitoring, and continuous improvement are fundamental to ensuring the success of our environmental and climate goals.

6.1 Governance and Responsibility

- **Management Responsibility**

Senior management is responsible for approving this policy, providing the minimum resources for its implementation, and overseeing its integration into the company's operations.

- **Operational Coordination**

A person will be designated as **Sustainability Champion** or **Internal Climate Coordinator**, who may perform this role on a part-time basis in addition to their regular duties. This person will act as a focal point to coordinate, motivate, and follow up on the actions in the plan.

- **Staff Participation**

All employees will be partners in this policy. Their active participation is expected, both in adopting sustainable habits and in generating proposals for improvement. An atmosphere of shared responsibility will be fostered, where each area contributes from its own sphere.

6.2 Implementation Tools

To facilitate the implementation of climate policy, the following tools will be developed:

- **Climate Transition Plan**

Based on the pillars defined in this policy (energy, waste, transportation, procurement, communication, and training), a small **annual operational plan** will be drawn up with specific goals, responsible parties, and deadlines. This plan will be simple, realistic, and appropriate to the operational capacity of **On Fire Comunicación**.

- **Logs and Basic Records**

Periodic records will be established on:

- Monthly electricity consumption.
- Approximate waste generation.
- Percentage of waste recycled.
- Number of virtual vs. in-person meetings.
- Sustainable purchases made.

This data will serve as a baseline for evaluating progress.

- **Quarterly Checklist**

A simple quarterly checklist will be used to validate compliance with key actions (turning off equipment, separating waste, using reusable materials, among others).

6.3 Monitoring and Evaluation

- **Internal Semi-Annual Review**

Every six months, the Sustainability Coordinator will convene a small internal committee (possibly consisting of two or three people) to review the progress of the action plan, identify obstacles, and propose adjustments. This meeting will also serve to evaluate new ideas proposed by staff.

- **Key Environmental Performance Indicators (KPIs)**

Qualitative and quantitative indicators will be adopted to measure progress. Some examples:

- % savings in electricity consumption compared to the previous year.
- Percentage of waste separated and recycled.
- Number of campaigns or events organized with sustainable criteria.
- Number of suppliers evaluated using sustainability criteria.
- Number of internal awareness sessions held.

6.4 Annual Evaluation and Adjustments

- **Annual Policy Review**

This policy will be formally reviewed each year, taking into account:

- Changes in legislation or regulations.
- New technological or market opportunities.
- Results obtained with respect to the defined indicators.
- Team feedback.



- **Action Plan Update:**

Based on the findings of the annual assessment, the objectives and actions of the operational plan for the next cycle will be updated, prioritizing those that generate the greatest positive environmental impact or better integration into the business:

6.5 Culture of Continuous Improvement

In line with the principles of sustainability, **On Fire Comunicación** is committed to adopting a continuous improvement approach under the following guidelines:

- Learning from experience and mistakes.
- Actively listen to suggestions from the team.
- Take advantage of new partnerships, technologies, or trends.
- Progressively strengthen the link between sustainability, innovation, and advertising creativity.

7. STAFF COMMITMENT

All **On Fire Comunicación** staff must familiarize themselves with this policy, actively participate in its implementation, and contribute to the fulfillment of the company's environmental objectives through their roles. Environmental responsibility is shared, cross-cutting, and inseparable from our organizational culture.

8. APPROVAL AND REVIEW

This policy was approved by the General Management of **On Fire Comunicación** on **February 3, 2025**, and will be reviewed annually during the month of **March 2026**, unless regulatory or strategic circumstances justify an earlier review.