



# 7 SUSTAINABILITY

## US Design Guidelines

Qurate's sustainability commitment encompasses several corporate goals to reduce its environmental footprint worldwide and this commitment is also embodied in its operating policies. The company has established aggressive – and realistic – sustainability targets and reaching these goals will require a concerted effort across all segments of the corporation.

These sustainability design guidelines are intended to provide guidance for design and construction teams in devising solutions during the development of the project program and design that will aid the company in achieving its sustainability goals. The guidelines are structured in parallel with Qurate's corporate plan, utilizing the same framework to align with the sustainability priorities of the company. It is anticipated that, as the corporate plan is updated, these guidelines will be brought into alignment in the future.

The guidelines include two primary components: Process and Strategies. The Process element identifies common practices that all project teams should perform to integrate sustainable goals into the design and construction process. The Strategies element identifies objectives to be implemented to guide the achievement of the goals. For this set of guidelines to be applied across a diverse range of project types, scopes of work and geographic regions, it is important that a consistent approach be put in place for all projects. The ultimate success of these guidelines is dependent on three principal tasks:

1. Target setting and approval
2. Tracking and verification
3. Management oversight and approval.

In addition to the principal tasks cited above, there are two approaches that must be integrated into the design process to achieve Qurate's sustainability goals:

1. Independent approval: Sustainability strategies and goals should be approved by a third-party group independent of the project team. Without this objective review, readily achievable sustainability strategies may be missed due to a variety of factors including project schedule and budget pressures. An independent manager at the project site and/or corporate Qurate sustainability leadership can assist the team in applying the appropriate types of strategies to each project.
2. Budget policy: It is Qurate's base assumption that all projects will incorporate within the budget appropriate investments in components that have sustainable value. These investments are to be evaluated with a return of investment analysis for major items to justify their possibly higher initial costs through operational savings or to identify synergies that will reduce initial capital investment in other elements in the scope of work.

Since these guidelines are intended to apply to projects at many different scales, all projects can contribute to the target of reducing the environmental impacts of Qurate's global footprint. Building upon the framework of the Qurate corporate responsibility commitments, the guidelines identify processes encompassing design, construction, and operations that provide a sustainable design toolbox.