

TAKING CLIMATE ACTION

FORSTER
COMMUNICATIONS

Our Climate Positive Plan – one year on
February 2021



OUR CLIMATE POSITIVE PLEDGE

IN JANUARY 2020 WE LAUNCHED OUR AMBITIOUS PLAN TO BECOME CLIMATE POSITIVE.

We chose to go beyond the emissions we produced to include our whole value chain and our wider community.

It was greeted with cheers by many – and we are delighted that it has helped others to think differently about what they can do to address the climate emergency.

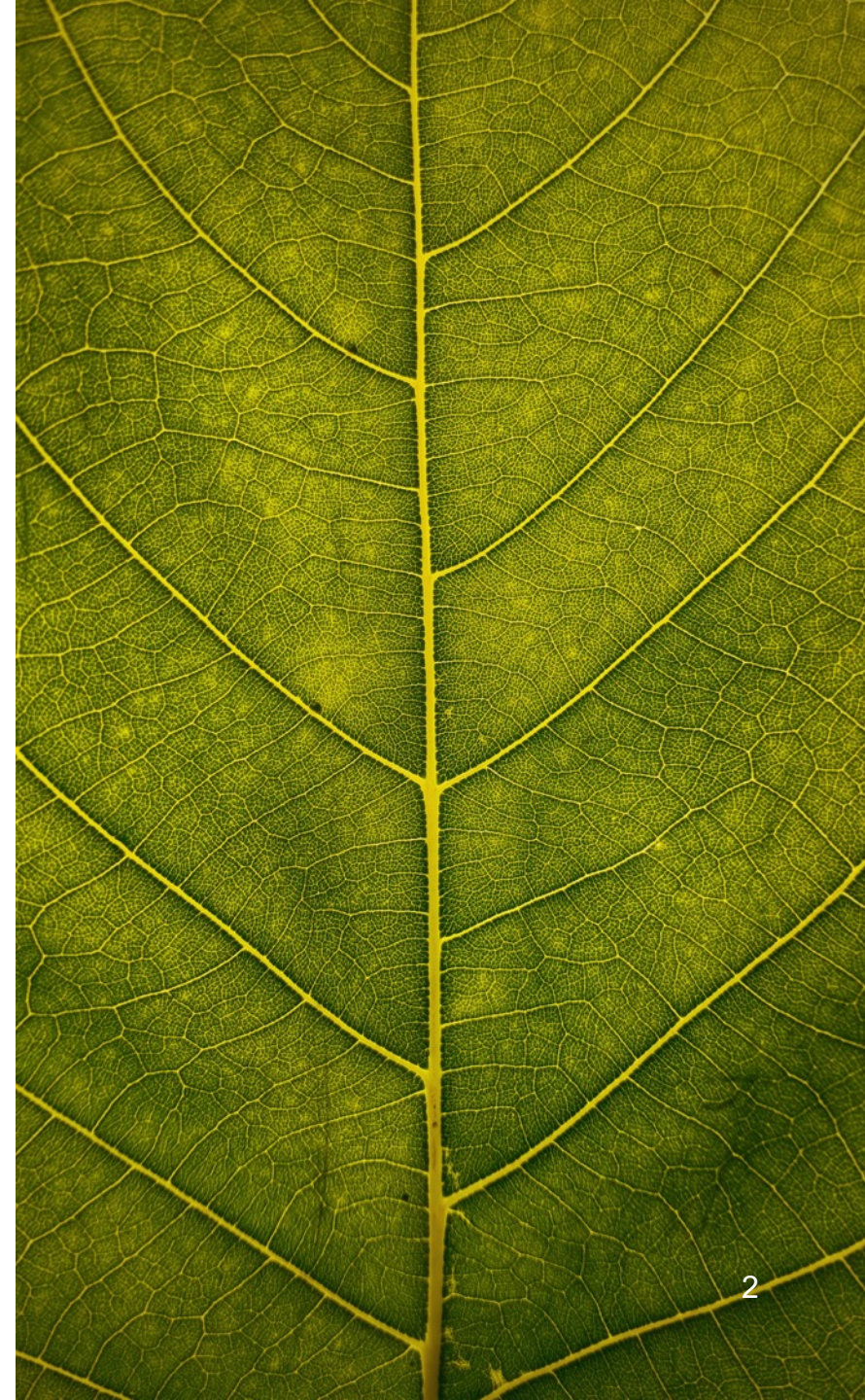
It was also met with gasps from a few in the PR and marketing industry, with some feeling we were being “too risky” by including our clients in our plans.

A year on, with the impact of the Covid-19 pandemic continuing to grow, we know with more certainty than ever that it is those who choose to do nothing who are risking everything.

Even as we tackle the complexities of achieving our goals, our ambitions have grown and we want to take new action to ensure adaptation and mitigation measures support social justice and drive equality.

We are taking direct action over the things we can control and seeking to inspire change more broadly, so as before we are publishing our plan for others to see and use where helpful.

We also want to learn and welcome the opportunity to talk and share. 2021 is about everyone choosing to lead by example.



BUILT ON THE PRINCIPLES OF HOW WE CAN MAXIMISE OUR POSITIVE IMPACT AS A SPECIALIST AGENCY

UNDERSTANDING OUR IMPACTS

We carefully considered the [GHG Protocols](#) for Scope 1, 2 and 3 emissions and explored how we can best accelerate change as a sustainability communications agency.

USING OUR STRENGTHS

We recognised that we have a small carbon footprint as a business but significant leverage as a purchaser and a supplier.

Our Climate Positive Plan is built around our behaviour change expertise, strength as a UK B Corp, and partnership with progressive organisations. We are using all aspects of our business to encourage and inspire action.

MAKING A DIFFERENCE

As a result, our Plan focuses on ourselves, our clients and our community, each with different elements that we must address to become climate positive.

We can control some of these directly and others we can influence. But they are all important.

WE HAVE THREE MAIN TARGETS, WORKING ACROSS OUR VALUE CHAIN

OURSELVES

Accelerate the process of reducing the carbon emissions and by March 2022, all our suppliers will be committed to achieving net zero.

OUR CLIENTS

Inspire and support our clients to tackle the climate emergency and by April 2023, all our clients will have publicly committed to cut their emissions.

OUR COMMUNITY

Drive action with our team, our partners, and others around us – learning and sharing, talking and debating, campaigning and celebrating together.

POSITIVE
INSPIRING
COMMITTED
LEARNING
SHARING
SUPPORTING
CAMPAIGNING

OUR CLIMATE POSITIVE PLAN

	DIRECT	INDIRECT
OUR LEVEL OF INFLUENCE	Carbon emissions we can directly control through purchasing decisions and changes to operation and behaviour.	Carbon emissions we can seek to influence through awareness, education, inspiration and creation of a movement for change.
KEY AREAS	<p>Our office</p> <ul style="list-style-type: none"> - Energy - Waste - Supplies (eg food, paper, furniture) <p>Business travel</p> <p>Services</p> <ul style="list-style-type: none"> - What we do - Who we work with <p>Finances</p> <ul style="list-style-type: none"> - Our bank - Our investments 	<p>Our team</p> <ul style="list-style-type: none"> - How they travel to work - Home working - Lifestyle choices <p>Our clients</p> <ul style="list-style-type: none"> - Their action to achieving net zero and beyond <p>Our community</p> <ul style="list-style-type: none"> - Where we work - B Corps across the world - The communications industry

WE STARTED FROM A STRONG PLACE IN JANUARY 2020

SCIENCE-BASED TARGETS

- Electricity – using 100% renewable energy in the office which is measured and offset
- Waste – recycling and minimising our office waste, measuring and offsetting everything we use
- Business travel – minimising travel outside London, incentivising walking and cycling, and measuring and offsetting travel that takes place

REPORTING & TRANSPARENCY

- ISO14001 since 2010
- Founding UK B Corp in 2015
- Carbon Transparency Report published in 2019 and 2020
- Part of Business Declares in 2019
- Offsetting through B Corp Climate Care

ACTIVE INVOLVEMENT

- Incentivising our team to travel by bike or foot to and from our offices and client meetings
- Used recycled materials to furnish our new offices

WE HAVE MADE PROGRESS OVER THE YEAR – BUT ALSO HAD TO FLEX WITH HOME-WORKING

OURSELVES

- Became a meat and dairy free office
- Published our second carbon transparency report and 2019-20 impact report
- Issued a new supplier screening questionnaire to track commitments to cutting carbon emissions
- Supported our team with cutting emissions while working at home
- Evolved our practices to become paper-free








OUR CLIENTS

- Shared our Climate Positive Plan with clients
- Extended our sustainable travel programme to include client travel to meetings
- Started to track our client pledges around carbon action
- Extended our client portfolio to include more organisations offering direct response to the climate emergency

OUR COMMUNITY

- Worked with our landlord, The Loom, to develop a sustainability framework
- Supported Whitechapel Mission as they responded to increased need driven by the Covid-19 pandemic
- Shared best practice and insights through webinars, articles and one-to-one conversations to inspire action across the business and charity sector
- Joined SME Climate Hub

OUR PRIORITIES FOR THE YEAR AHEAD

- NEW CARBON BENCHMARK**  Updating our carbon footprint to include Scope 3 emissions and creating a new benchmark for reduction, including reducing offsetting
- HOME WORKING**  Identifying how to measure and track carbon emissions while working at home
- NET ZERO SUPPLIERS**  Working with our suppliers so our purchasing supports organisations who have made a net-zero pledge by March 2022
- CLIENT ACTION**  Recording our clients' climate pledges and helping them to accelerate action wherever possible
- TEAM ADVOCACY**  Supporting everyone in our team to become active advocates for climate action
- COP26**  Maximising the momentum around this landmark event, using all our voices and connections
- PARTNERS**  Driving action in partnership with our landlords, the B Corp community and as part of the UN Race to Zero

SUMMARY OF OUR CLIMATE POSITIVE PLAN – 2020 TO 2023

		2019-20	2020-21	2021-22	2022-23	From April 2023
OURSELVES	Tracking and minimising emissions that we directly control	<p>Published our first carbon transparency report</p> <p>Declared a climate emergency</p> <p>Published our Climate Positive Plan</p> <p>Measured and offset carbon emissions as outlined in ISO14001</p> <p>Published our 2018-19 impacts</p> <p>Started to review our banking and investments to ensure they support climate positive solutions</p>	<p>Published our second carbon transparency report</p> <p>Published our 2019-20 impact report</p> <p>Capturing our carbon footprint, including our suppliers and other relevant scope 3 emissions and setting a new benchmark against which to track reductions</p> <p>Reviewing our offsetting to ensure it is supporting a just transition, in line with our ambitions for equality</p> <p>Ensuring our banking and investments support climate positive solutions</p>	<p>Publish our carbon transparency report</p> <p>Publish our impact report</p> <p>Achieve carbon neutrality based on primary areas identified</p> <p>Offset emissions using new approach to ensure carbon neutrality</p>	<p>Publish our carbon transparency report</p> <p>Continue to reduce and offset our carbon emissions as detailed in the plan</p>	<p>Refresh and update our plan to minimise carbon emissions, publishing a new one</p>
	Working with suppliers who are committed to protecting the environment	<p>Updated our supplier screening to include information about their carbon emissions</p> <p>Started to build understanding of our suppliers' carbon commitments and practices</p>	<p>Issued new supplier screening questionnaire to our suppliers to understand their current commitments to cutting carbon emissions and providing on-going support as appropriate</p>	<p>Ensure all our suppliers have their own net zero plan in place</p> <p>Actively encourage participation in the SME Climate Hub</p>	<p>Ensure all our suppliers have their own net zero plan in place</p>	
	Our team	<p>Actively involved all our team in generating our carbon positive programme</p> <p>Ran a swishing event involving other companies from The Loom, raising money to twin our toilet and ensure a community in Pakistan have access to clean water</p>	<p>Shared information with team and encouraged all to change gas and electric supplier to 100% renewable</p> <p>Building information into our team handbook and induction programme for new starters</p>	<p>Identify how to measure and track carbon emissions while working at home</p> <p>Help all our team to develop and use their personal voice around climate action, within and beyond the company and including round COP26</p>	<p>Run at least two colleague-led initiatives linked to key emission areas that we are tracking (e.g. food and transport)</p>	<p>Ensure our updated plan is led by colleagues</p>

SUMMARY OF OUR CLIMATE POSITIVE PLAN – 2020 TO 2023

		2019-20	2020-21	2021-22	2022-23	From April 2023
OUR CLIENTS	Working in partnership with our clients to minimise carbon emissions	<p>Informed our clients about our net zero pledge</p> <p>Extended our sustainable travel policy to include our clients</p>	<p>Shared our Climate Positive Plan with our clients</p> <p>Recording climate pledges that our clients have made, looking beyond the scope of our contracted work and sharing information as appropriate</p>	<p>Record the climate pledges that our clients have made and actively seek to help them improve their performance</p> <p>Help our clients to maximise the momentum created by COP26</p> <p>Track the positive impacts our work creates as part of our carbon measurements</p>	<p>Record the climate pledges that our clients have made and actively seek to help them improve their performance</p> <p>Track the positive impacts our work creates as part of our carbon measurements</p>	<p>Only work with clients who have publicly committed to achieve net zero targets before 2050</p> <p>Track the positive impacts our work creates as part of our carbon measurements</p>
	Where we work	<p>Initiated action with our landlord, working with other businesses in The Loom</p>	<p>Worked with our landlord to develop a sustainability framework and plan for The Loom</p> <p>Responded to the impact of the pandemic by supporting Whitechapel Mission, a local charity providing food and support to vulnerable people</p>	<p>Continue to work with our landlord and Loom tenants to reduce impacts</p> <p>Expanding our actions across Aldgate and the wider business community</p>	<p>Continue to work with our landlord and Loom tenants to reduce impacts</p> <p>Expanding our actions across Aldgate and the wider business community</p>	<p>Review and develop a refreshed plan with partnership with others in the area</p>
OUR COMMUNITY	Our Industry	<p>Operated as a leading B Corporation, pledging commitment to net zero targets as part of the global community</p> <p>Used our voice as a leading sustainability agency to raise awareness of the need for action from all – including sharing our Climate Positive Plan and speaking about it at events and in one to one conversations with clients, suppliers and other interested individuals</p>	<p>Shared best practice and insights with the B Corp and Business Declares communities through webinars and articles to help accelerate action</p> <p>Signed a commitment with SME Climate Hub to support the drive to climate action through the supply chain</p> <p>Used our voice as a leading sustainability and social change agency to raise awareness of the need for action from all</p>	<p>Share best practice and insights with the B Corp, Business Declares and other communities to accelerate action</p> <p>Support the UN Race to Zero through our membership via B Corp and Business Declares</p> <p>Use our voice as a leading social change agency to raise awareness of the need for action from all</p>	<p>Share best practice and insights with the B Corp community to accelerate action</p> <p>Use our voice as a leading social change agency to raise awareness of the need for action from all</p>	<p>Review and develop a refreshed plan with partnership with other B Corps and communications consultancies</p>

OUR DECLARATION OF THE CLIMATE EMERGENCY

17 JULY 2019 - WE DECLARE A CLIMATE EMERGENCY

Our business was designed in a time when there was a different expectation of the role of business in taking climate action. This context has changed. Today we are clear there is a Climate Emergency which will require immediate and radical action by our business. We believe based on the facts we know today, it would be a breach of our duties as directors of the company and custodians of our stakeholders' interests to continue as though there is not a Climate Emergency.

This Declaration requires that the entire business design be rethought in the context of a Climate Emergency. This includes a commitment to Carbon Neutrality before 2021 with realistic interim milestones along the journey including science-based targets. This Declaration commits us to reshape the short, medium and long-term strategy and business model of the company, and that this redesign must embrace the principles of 'just transition' which takes into account people who will be implicated in this Declaration. We must seek to maximise the interests of all stakeholders – shareholders, employees, suppliers, customers – in the context of a total commitment to doing what is required by the Climate Emergency.



AMANDA POWELL-SMITH
CEO



PETER GILHEANY
Director



GEORGE AMES
Director



WILL KIRK
Company Secretary

JOIN US

TAKING CLIMATE ACTION TOGETHER

For further information about our Climate Positive Plan or working with Forster, please contact Amanda Powell-Smith or Will Kirk.

info@forster.co.uk

020 7403 2230

www.forster.co.uk

FURTHER INFORMATION

[Climate Positive Plan – January 2020](#)

[Forster impact report 2019-20](#)

[Forster carbon disclosure report 2020](#)