

# IMPACT REPORT

2023-24

Certified



**Business  
Declares**

**RACE TO ZERO**



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

# CONTENTS

Foreword	3
Using our time	4
Our goals: 2023 to 2026	5
Taking it Personally: Climate	6
Taking it Personally: Nature	7
Taking it Personally: People	8
Our impact in detail	10
Client disclosure report	17
Contact us	18



*This is a small company with a relatively small footprint when set against the others. Nevertheless they appear to have taken a very thorough and holistic approach to make real change. This is a lovely case study and a microcosm of the business model design approach that is needed across the business world. Certainly, the scale and scope of the various principles applied here would be different in other types of organisations or commerce, but there is a lot to be learnt from their commitment and experience. The team clearly have absolute passion and commitment to sustainability, and it is welcoming to read such a strong case for change.*



Judges' comments, Management Today, Business Leadership Awards



# TIME FLIES WHEN YOU'RE MAKING PROGRESS

It was another busy year for the Foster team. We were excited to launch our industry-leading climate action plan, Taking it Personally, which places people at the heart of everything we do. We live and work by the idea that putting people and planet on the same page will help create a healthy, prosperous and regenerative world for everyone.

Time itself was a key theme over the past twelve months. We thought about how we spend it, how we can put it to best use and how the things that happen over longer periods of time, like engaging with clients to change their impact, are crucial in creating genuine progress.

We've started this impact report over on the next page with a breakdown of our hours in the office and beyond. We achieved a lot but, as always, there's more to do. And there's no time like now.



**Amanda Powell-Smith, CEO**  
Forster Communications

F



**OUR PURPOSE: TO HARNESS THE POWER OF COMMUNICATIONS TO PROTECT AND IMPROVE LIVES**

**OUR VALUES: CURIOUS MINDS  
COLLABORATIVE ATTITUDES  
PIONEERING ACTIONS**



# USING OUR TIME

**41,438**

## TEAM WORKING HOURS

That's 5,525 working days committed to using the power of communications to tackle the climate crisis and drive social justice.

**29,271**

## HOURS OF CLIENT WORK

3,903 working days helping our clients protect and improve lives. We turned down five briefs that didn't meet our criteria of supporting a regenerative economy.

**6,056**

## HOURS OF HOLIDAY

Resting and refreshing is essential for a healthy, happy team. We give 30 days' holiday annually, plus eight bank holidays, and make sure they're taken and not carried over.

**1,233**

## HOURS OF VOLUNTEERING AND PRO-BONO WORK

Each team member can take six working days a year to volunteer. This year we also provided pro-bono support to Grenfell Testimony Week and the Young London Print Prize.

**1,020**

## HOURS OF EXTRA LEARNING AND DEVELOPMENT

From individual coaching to team training, we invest in personal career development backed by line manager support and regular reviews. Each team member received over six days of L&D over the year.

**43**

## HOURS OF SHARING INSIGHTS AND EXPERIENCE TO DRIVE CHANGE

We participated in 24 events and held 10 one-to-one conversations to share our Climate Action Plan learnings and inspiration for launching Taking it Personally.

# OUR GOALS: 2023 TO 2026

Read our climate action plan: [Taking it Personally](#)

	CLIMATE	NATURE	PEOPLE
OURSELVES	<p>By 2026 we will create an integrated profit and loss account that connects the value of our business to the value we make – or take – across society and the world around us.</p> <p>We update our SBTi target to include scope 3 emissions.</p> <p>We support and enable our team so that our carbon emissions as a business are reduced by 10% per person per year.</p> <p>100% of our suppliers have verified 1.5°C-aligned science-based targets by March 2025.</p>	<p>We develop approved targets to protect and support nature by April 2024, and create a tangible positive impact by March 2026.</p> <p>Impacts of international travel required by the team for client service are mitigated by direct support of a nature-based community project.</p> <p>50% of our suppliers have public commitments to protect nature by March 2026.</p>	<p>We continue to be active members of the Living Wage Campaign.</p> <p>We support our local economy and businesses run by people from minoritised backgrounds through our purchasing wherever possible.</p> <p>&gt;70% of our suppliers have public commitments to fair pay to their employees and across their supply chain by March 2026.</p>
OUR CLIENTS	<p>Our business clients have verified 1.5°C-aligned science-based targets by December 2024.</p> <p>100% of our clients are publicly committed to decarbonisation by April 2025.</p> <p>100% of our clients have GHG emission reduction targets in place by March 2026.</p>	<p>100% of our business clients have credible targets to protect nature by March 2026.</p>	<p>100% of our clients have public commitments to fair pay to their employees and across their supply chain by March 2026.</p>
OUR COMMUNITY	<p><b>Our partners:</b> We champion, share and encourage best practice with others who share our values with &gt;36 direct interventions with others (beyond print, digital and social media) between April 2023 and March 2026.</p> <p><b>People impacted by climate change:</b> We provide support – either directly, in partnership with our clients or through experienced intermediaries – to reduce the impact of climate change on vulnerable communities by March 2026.</p>		



TAKING IT PERSONALLY:

# CLIMATE

We prioritised reducing our GHG emissions even further. This covers what we produce directly as a business, as well as supporting our suppliers and clients to move from declarations to cut their emissions to verified 1.5°C-aligned science-based targets.

1%

reduction in scope 1 and 2 emissions despite team growth of 15%.

9%

reduction in scope 1, 2 and 3 emissions through further changes to our finance, banking and insurance provision.

9%

reduction in office waste by introducing a new system and team training.

119%

rise in CO<sub>2</sub> from travel as train travel and flights increased across the year.\*

79%

of our income comes from clients with verified 1.5°C-aligned science-based targets.

100%

of our suppliers have net zero targets in place but only 63% are verified 1.5°C-aligned SBTis.

\*We have now launched a new policy for international travel, changing the way transport options are reviewed and booked.

## GROSVENOR



This year, Grosvenor Property UK retrofitted 1 million sq. ft. of its London estate to improve environmental performance, and committed to eliminate gas use in its kitchens. We helped share this news and mobilised action at scale by urging the government to introduce a national retrofit strategy.

## ENVISION RACING / RECOVER-E CAMPAIGN



We helped Envision Racing tackle the growing e-waste crisis. This included launching the team's e-waste car at the London e-Prix and having it featured on primetime TV. The campaign directly reached 10,000 young people, received 6.9 million views on social and has generated 50,000 e-waste pledges to date.

## CLIMATE EDUCATION IN SCHOOLS



We provided paid volunteering time to support Climate Ed, a charity offering free education to primary school students about the climate crisis and empowering them to take action. We delivered workshops to three schools including one in our local borough of Tower Hamlets.



TAKING IT PERSONALLY:

# NATURE

Nature became a big priority for us this year. We started to review the impact we have on it, and how we can best protect and regenerate nature as a business and through client work.

## INTERNAL

Our review of the impact our business has on nature through its own operations has started and will be completed in 2024.

## EXTERNAL

We updated our supplier and client trackers to capture data on their commitments to nature.

None of our suppliers and only 2% of our clients had public commitments to nature.



## BMW

We developed and led the communications strategy for BMW Group UK's Recharge in Nature partnership with National Parks England. BMW invested £1m into nature restoration and community impact projects, and 78 EV charge points were also installed across seven National Parks, saving over 42,500kg of CO<sub>2</sub> so far.



## PATAGONIA

Patagonia and NGOs in Iceland are campaigning to ban salmon farming. We took European media to see their work and raise their profile. Patagonia subsequently met Iceland's Prime Minister, Björk supported the campaign, and hundreds of comments were submitted responding to Iceland's Draft Bill of Aquaculture.



## WORLD BENCHMARKING ALLIANCE

The Nature Benchmark showed concerning gaps in how 350 of the world's major food and agriculture companies are managing their impact on nature. We generated widespread media coverage, highlighting the urgent need for creating sustainable and equitable food systems and helping to ensure corporate accountability.



## A HEALTHIER EARTH

We helped position climate tech firm A Healthier Earth as a leader in developing nature-based climate solutions. We raised its profile using a range of PR tactics and LinkedIn content. Its LinkedIn following grew by 134% and is helping secure more leads for investment for its projects.



TAKING IT PERSONALLY:

# PEOPLE

Our new climate action plan puts people at its heart, from our team to our local community to stakeholders and beneficiaries of our client work. In addition to our desire to be a best place to work, we recognise the importance of a fair living wage and extended our commitments to working with clients and suppliers who do the same.



## 30%

increase in gender diversity on our board with appointment of a female Non-Executive Director.

## 5.6%

of our total client time was spent on volunteering or providing pro-bono support.

## 11%

increase in recorded 'active minutes' by the team, supporting their choices from yoga and gym to cycling and running.

## 44%

of our suppliers and 57% of our clients are members of the Living Wage Campaign in the UK (or in their local countries).

We took part in the PRWeek Pay Gaps project for the third year running.

### GRENFELL TESTIMONY WEEK



Grenfell Testimony Week allowed the bereaved, survivors and residents of the Grenfell fire to speak directly to the organisations that many of them hold responsible. We managed the media to help amplify participants' voices authentically and had positive feedback from those who were naturally hesitant around media.

### TRANSFORM



Led by Unilever, the UK's Foreign, Commonwealth and Development Office, and EY, TRANSFORM supports SMEs to test and scale new solutions and develop innovative business models to help solve global challenges. We profiled some of these enterprises and shared key research findings through a wide-ranging communications programme, including articles, briefing papers, videos, a podcast, a webinar and in-person events.

### GLOBAL ALLIANCE FOR SOCIAL ENTREPRENEURSHIP



The Global Alliance's report, 'Innovating for Equity: Unlocking Value for Communities and Businesses', showed how marginalised communities offer huge untapped potential for economic growth. We amplified the Alliance's leadership voice through media engagement and supported progress towards a more just and equitable society.



# AVERAGE IMPACTS PER COLLEAGUE

**0.16**

TONNES TOTAL  
CO<sub>2</sub> EMISSIONS:  
**DOWN BY 20%**

**2.68**

TONNES OF WASTE  
(90% WAS RECYCLED):  
**DOWN BY 1%\***

**28.65**

BIKE MILES TO MEETINGS:  
**UP BY 7%**

**32.3**

HOURS OF  
ACTIVE MINUTES:  
**UP BY 11%**

**80.24**

TONNES OF CO<sub>2</sub>  
FROM HOME ENERGY:  
**DOWN 11%**

**35.21**

TONNES OF CO<sub>2</sub>  
FROM COMMUTING:  
**UP 31%\***

\*A key focus for us in the next 12 months



# OUR IMPACT IN DETAIL

2023-24





# OUR IMPACT DATA 2023-24

## OUR BUSINESS

IMPACT AREA		2022-23	2023-24	% CHANGE	UNDERSTANDING
GHG EMISSIONS	Office electricity tonnes CO <sub>2</sub> / person	112.63	86.42	-23%	Overall, our total emissions in the office decreased with more care taken with the heating. With team growth of 15% emissions per person decreased.
	Total tonnes CO <sub>2</sub> from office	1,911	1,730	-9%	
	Home working gas & electricity tonnes CO <sub>2</sub> / person	90.49	80.24	-11%	Total working from home emissions increased with our increased headcount, but as the office is being used more regularly, the emissions per person dropped.
	Total tonnes CO <sub>2</sub> from home working	1,561	1,705	9%	
	Business travel – trains tonnes CO <sub>2</sub> / person	43.37	72.43	67%	Train travel increased as a result of an increase in face to face client meetings.
	Business travel – short haul tonnes CO <sub>2</sub> / person	117.44	176.16	50%	Essential business travel to service international clients increased, significantly driving up emissions. We are changing our client contracts to include selecting the lowest carbon transport and charging for contributions to Gold Standard development projects when flights are taken on their behalf.
	Business travel – long haul tonnes CO <sub>2</sub> / person	639.88	1,075.00	68%	
	Commuting travel tonnes CO <sub>2</sub> / person	26.78	35.21	31%	With team growth of 15% and higher attendance rates in the office, commuting increased. The number of people cycling or walking to the office reduced slightly with one person switching from bike to train while pregnant.
	Total scope 2 emissions tonnes CO <sub>2</sub>	3.50	3.45	-1%	Scope 2 emissions include office heating and home working. The reduction in emissions came from increased office attendance and reduced home working.
	Total emissions from banking, pensions and insurance tonnes CO <sub>2</sub>	211.12	187.60	-11%	In 2022 we reviewed our banking and pension provision and changed our banking provider, as well as making our pension the most sustainable fund available. Our emissions will continue to drop as we now bank more sustainably.
Total emissions tonnes CO <sub>2</sub>	242.33	221.25	-9%	This figure reflects our scope 1, 2 and 3 emissions including banking and pensions, business travel, IT provision and suppliers. While our GHG emissions from business travel increased, our change in banking and pension provision meant an overall reduction.	

# OUR IMPACT DATA 2023-24

## OUR BUSINESS

IMPACT AREA		2022-23	2023-24	% CHANGE	NOTES
WASTE	Ratio of recycled : non recycled	89:11	90:10	1%	Our rate of recycling improved due to changes in the materials accepted for recycling by the waste provider and with support from our cleaning team who sort waste before weighing and removing from the office.
	Waste to landfill	0	0	–	Our landlord's policy is to send all non-recyclable waste to incineration, providing energy to the National Grid.
	Total waste tonnes / person	2.7	2.68	-1%	Waste volumes reduced slightly compared to 2022-23 partly down to improved waste management in the office and introducing flexible plastic recycling.
PAPER	Tonnes / person	0.58	0.47	-19%	Paper use was down by 19%. We continue to use unbleached printer paper.
SUPPLIERS	% of suppliers who are members of Living Wage Campaign	44%	44%	0%	There was no change in number of suppliers who are members of the Living Wage Campaign and support the real living wage. We have updated our supplier screening to cover this more thoroughly, particularly as our international suppliers increase.
	% suppliers with net zero targets in place	100%	100%	0%	Our final supplier change was in March 2023. From April 2023, 100% of our spend is with suppliers committed to net zero.
	% total supplier spend with net zero targets in place	99%	100%	1%	
	% of suppliers who are B Corps	9%	10%	11%	We have one new B Corp supplier.
NB – This category covers suppliers with whom we have a direct purchasing arrangement.					



# OUR IMPACT DATA 2023-24

## OUR TEAM

	IMPACT AREA	2022-23	2023-24	% CHANGE	NOTES
WELLBEING	Sickness days / person	1.93	1.41	-27%	11% increase in recorded 'active minutes' by the team, supporting their choices from yoga and gym to cycling and running. Reflecting our commitment to team health and wellbeing, sick days decreased.
	Bereavement or carers leave days per person	0.25	0.35	40%	
	% of team commuting by bike or walking	41%	38%	-6%	As more employees joined us this year and one pregnant colleague switched her mode of transport the proportion of active commutes decreased.
	Active minutes per person	1,739	1,938	11%	This includes running, gym, yoga, walking & cycling – as chosen by individuals. There was an increased take up in activities over the year.
	Active commuter journeys	40%	37%	-7%	With a 15% increase in permanent team, but the number of cyclists dropping (due to pregnancy), this figure has dropped.
DEVELOPMENT	Training hours / person	33	48	45%	Spend on training increased with specialist training as part of our diversity, equity and inclusion strategy and cross company DISC training. In addition, one-to-one coaching sessions were made available to everyone in the company and courses to meet specific needs.
	Individuals having one-to-one coaching	14	15	7%	
	Access to the profession (work experience / paid-internships)	1	2	100%	We ran two internships, one in partnership with the Taylor Bennett Foundation.
FAIR PAY	Member of Living Wage Campaign	Yes	Yes	–	
	Highest : lowest salary ratio	4.02	4.49	11%	We increased our internship programme, in line with our commitment to the Living Wage Campaign.

# OUR IMPACT DATA 2023-24

## OUR TEAM

	IMPACT AREA	2022-23	2023-24	% CHANGE	NOTES
DIVERSITY & INCLUSION	% of board who are female	33%	43%	30%	We appointed a female Non-Executive Director to join the board.
	% of owners who are female	56%	50%	-10%	There was a share buyback, changing the ownership ratio.
	Gender – % identify as female	71%	70%	-1%	With a 15% increase in permanent team the gender split has shifted slightly.
	Race – % identify as white	93%	88%	-5%	We have increased our ethnic diversity from last year but we are still under representative compared to the national figure of 81.3%.
	Disability – % consider themselves to have a disability, mental health or physical health condition	12%	13%	8%	Our current percentage is below the national figure of 17.7%.
	Sexual orientation – % identify as having an LGBTQI+ orientation	30%	21%	-30%	While the percentage has dropped it is still much higher than the 3.2% who identified with an LGBTQI+ orientation in the 2021 census.
	Religion – % who say they do not have a religion or belief	82%	88%	7%	A lower percentage of our team have a religion or belief than the national figure of 37.2%.
	Social mobility – % state they received or would have qualified for free school meals as a child	25%	21%	-16%	Our figure of 21% is broadly in line with the national figure that shows 23.8% of all pupils are eligible for free school meals.
TRAVEL	Bike miles / person	26.88	28.65	7%	Bike miles per person increased due to more time in the office and more travelling to meetings.
	Domestic train miles / person	604.87	1008.67	67%	Train travel increased as a result of more face to face client meetings and participation in events in Paris and Amsterdam.
	Eurostar miles / person	42.09	389.78	826%	
	Short haul flight miles / person	292.43	731.33	150%	The requirement to fly in order to service international clients increased, driving up CO <sub>2</sub> emissions from flights. This included organising media visits in Iceland and South Africa, and client support in Tokyo, New York and Munich.
	Long haul flight miles / person	2,050.90	5,505.04	168%	
	Total tonnes CO <sub>2</sub> from travel	12,889.61	28,225	119%	Recognising the increase in international clients, we developed a new travel policy to reduce and mitigate emissions.



# OUR IMPACT DATA 2023-24

## OUR CLIENTS

IMPACT AREA	2022-23	2023-24	% CHANGE	NOTES
Client Disclosure Report published	In July 2023	In July 2024	–	We published our fourth report, in line with our commitment.
Number of new briefs declined because they did not meet our engagement criteria	5	5	0%	We declined 4 briefs in the year from companies who did not pass our client selection criteria as outlined in our engagement policy and as part of our commitment to Clean Creatives.
% total clients with targets to protect / regenerate nature	–	2%	100%	New measurement for 2023-24. Only one of our clients currently has targets regarding the protection and regeneration of nature.
% total clients with verified 1.5°C-aligned science-based targets in place	82%	37%	-55%	We changed our requirements in 2023-24 to track science based targets rather than generalised GHG reduction targets. We also grew our portfolio of international NGO and civil society clients that are less likely to have science based targets.
% of income from clients with verified 1.5°C-aligned science-based targets in place	72%	79%	10%	The overall % has increased. Our International NGO clients don't all have targets, but all work towards reducing GHG emissions for others.
% civil society sector clients with verified 1.5°C-aligned science-based targets in place	52%	0%	-100%	We changed our requirements in 23-24 to track science based targets rather than generalised GHG reduction targets.
% business sector clients with verified 1.5°C-aligned science-based targets in place	98%	83%	-15%	
% International NGO sector clients with verified 1.5°C-aligned science-based targets in place	0%	0%	0%	
% clients with Living Wage commitments in place	–	74%	–	
% business sector clients with Living Wage commitments in place	–	75%	–	New measurements for 2023/24.
% civil society sector clients with Living Wage commitments in place	–	77%	–	
% international NGO sector clients with Living Wage commitments in place	–	63%	–	
% of income from carbon critical industries	13%	7%	-56%	We worked with a global automotive business, supporting their decarbonisation and transition to electric vehicles.

# OUR IMPACT DATA 2023-24

## OUR COMMUNITY

	IMPACT AREA	2022-23	2023-24	% CHANGE	NOTES
COMMUNITY	Volunteering / pro-bono hours / person	50.2	58.0	16%	In addition to individual volunteering for charities including Pause, Green New Deal Rising and Bramley Court Care Home, we ran two major projects over the year, for Young London Print Prize and Grenfell Testimony Week.
	Volunteering / pro-bono as % of total client time	4.6%	5.6%	22%	



# CLIENT DISCLOSURE REPORT

We worked for a leading motor car manufacturer on their strategic sustainability communications to support their transition to a circular economy.

## INCOME FROM CARBON CRITICAL SECTORS

7%

PRIVATE CARS

0%

MEAT AND DAIRY

0%

AVIATION

0%

CONCRETE  
& CEMENT

0%

TRUCKING  
& SHIPPING

0%

PLASTICS

0%

CHEMICALS &  
PETROCHEMICALS

0%

IRON, ALUMINIUM &  
STEEL MANUFACTURE

0%

COAL, OIL &  
NATURAL GAS

0%

TIMBER,  
PULP & PAPER





# PARTNERS FOR CHANGE

If you're interested in driving change  
or would like more information on  
what we're doing, please get in touch.

[info@forster.co.uk](mailto:info@forster.co.uk)

+44 (0)20 7403 2230

[forster.co.uk](http://forster.co.uk)

**FORSTER**  
COMMUNICATIONS

F

Certified  
**B**  
Corporation

