



Environmental Impact Report

2021 - 22



green @ global

A message from **Green @ Global**

Global is one of the world's leading media and entertainment companies, home to the UK's most loved radio brands, favourite podcasts and the largest outdoor portfolio in the country.

We are committed to continuous environmental performance improvement and are delighted to share with you our 2021/22 Environmental Impact Report.

As we emerge from the aftermath of the Covid-19 pandemic, our focus this year has been to build upon our best practices, develop more sustainable ways of working and continue our journey towards Net Zero. We are driven to be the very best we can be and that includes ensuring we are making a difference that matters.

The following pages set out our environmental journey this year, driven by our Green@Global committee formed from across our business, with a scheduled 6 weekly meeting to drive our Green agenda and achieve our Environmental objectives.

We outline initiatives and plans to tackle our carbon footprint and ensure we are continually investing in reducing our Environmental Impact. In publishing this report each year, we hope to set an example for our industry, engage our stakeholders and ensure that we are accelerating positive change.

Thank you for coming on this journey with us.



green @ global



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Global Goodness





Global Goodness

The Global Goodness Report 2022

Hello!

Global Goodness is a huge part of what brings us together to make everyone's day brighter.

Global is one of the world's leading media and entertainment companies, home to the UK's most loved radio brands, favourite podcasts and the largest outdoor portfolio in the country.

Millions of people see our billboards, listen to our radio brands and podcasts, and spend time with us on our digital platforms every day. We're driven to be the very best we can be, creating market-leading products and services for people to enjoy, and our brands to engage with audiences.

We touch hearts, change lives and drive deeper connections. We know we have a unique

Global Goodness is a huge part of what brings us together to make everyone's day brighter.

We touch hearts, change lives and drive deeper connections. We know we have a unique opportunity to drive positive change in all that we do. That's why Goodness is so important to us.

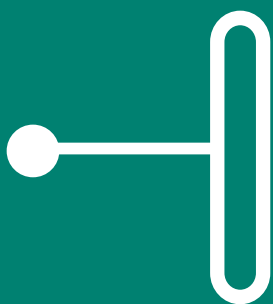
We have recently published our latest [Global Goodness Report 2022](#) outlining our wider collective of charitable and CSR initiatives.

"Green@Global" is one of our core Goodness initiatives and a key element of how we are making a difference. Mindful of the responsibilities we have to set a good example, we champion change for the benefit of our planet and generations to come.





Our Estate and Buildings



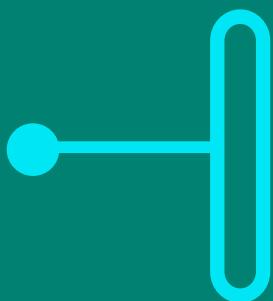
100%

100% renewable energy across all managed outdoor estate, Global offices, broadcast centres and warehouses

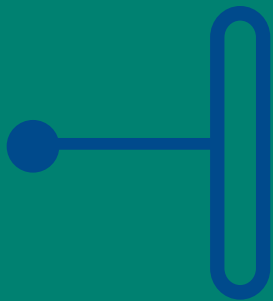


99%

99% of radio transmitters powered by renewable energy sources



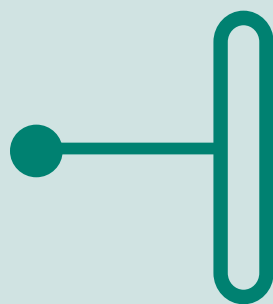
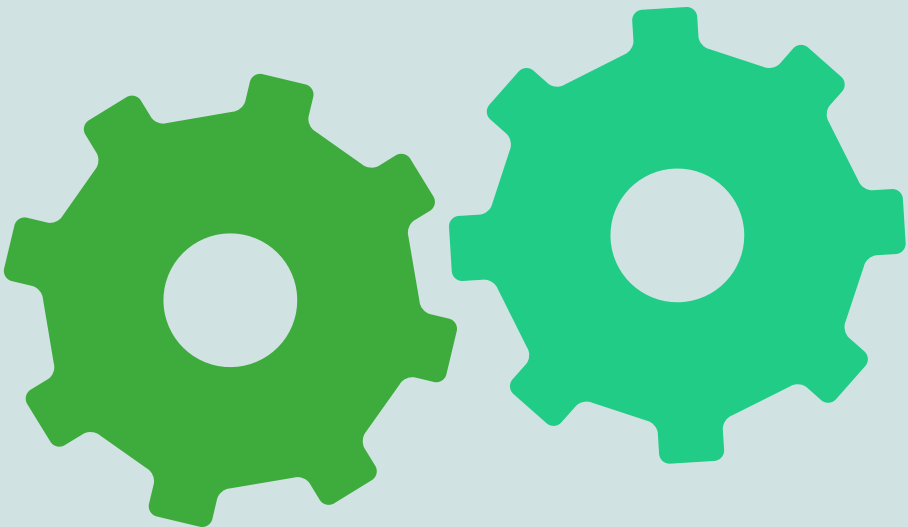
Next generation, energy efficient digital screens with dimming protocol to reduce brightness and subsequent light pollution and energy consumption



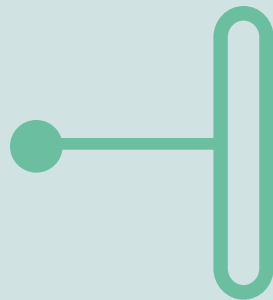
FSC certified, ethically sourced paper products and building materials



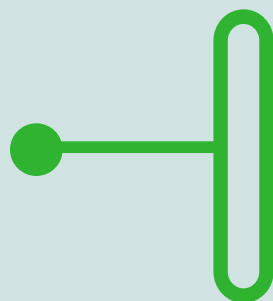
Our Operations



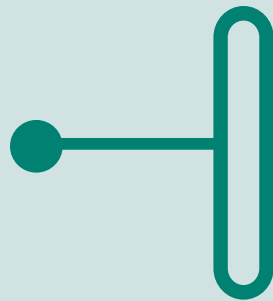
Zero waste to landfill – all waste is either reused, recycled or used to generate electricity



Mandated zero waste to landfill standard for our Outdoor fixing contractors



Recycling taskforce to drive more opportunities (significant increase in waste recycling from 15% to 45% in 2022)



Non-recyclable warehouse waste goes to energy recovery, generating net electricity through incineration (we contributed 500,000 KWH to the UK's electricity supply in 2022, generating more electricity than we used in our warehouses)





Encouraging a paper-free environment at our offices



Partnering with the Energy Savings Trust to provide eco-driver training and address poor eco-driving habits



Employing video conferencing platforms to reduce the needs for travel



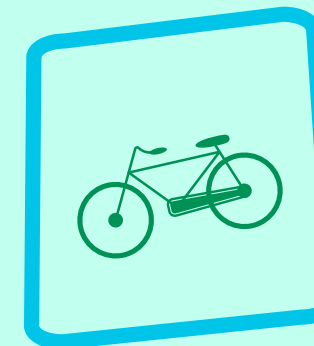
Our Practices



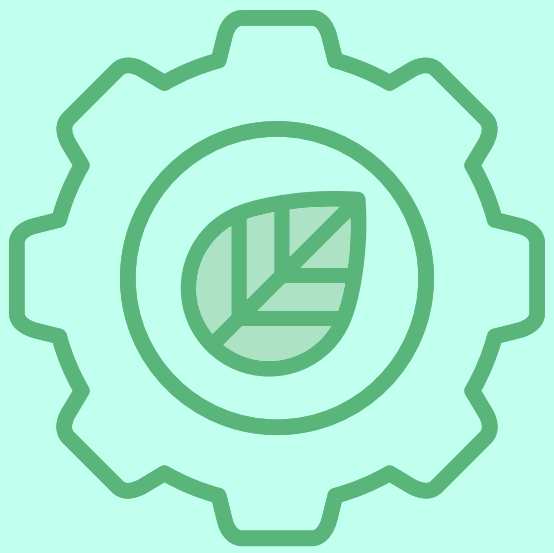
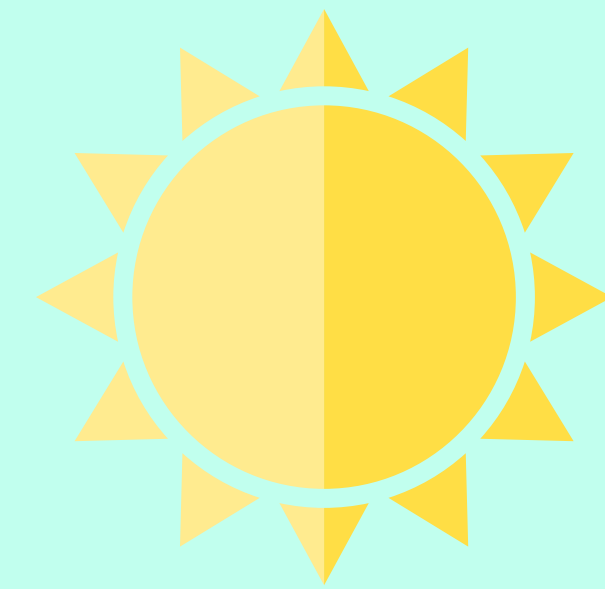
Continued LED light fitting conversions across offices and warehouses



Investing in zero carbon emitting vehicles. 17% of commercial van fleet made up of zero carbon emitting vehicles (15% transfer from diesel to petrol and 2% from diesel to hybrid in 2022)



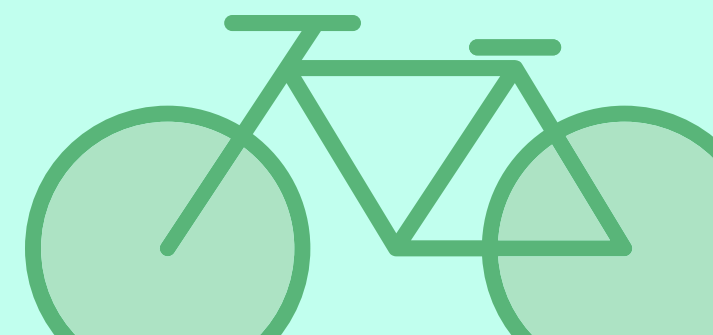
Provision of cycle to work scheme for employees



Single use plastic ban backstage and paper based pyrotechnic displays at our events



Single use plastic ban at UK offices, except in the most exceptional circumstances



WANT TO FEEL
LESS CRISIS-Y
ABOUT THE
CLIMATE?

PLANT
MORE TREES.

Trees fight climate change.
Help us plant more to protect us all.
woodlandtrust.org.uk/plantmoretrees



global

Our carbon footprint

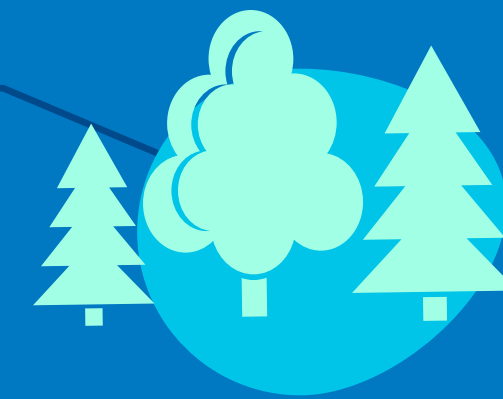




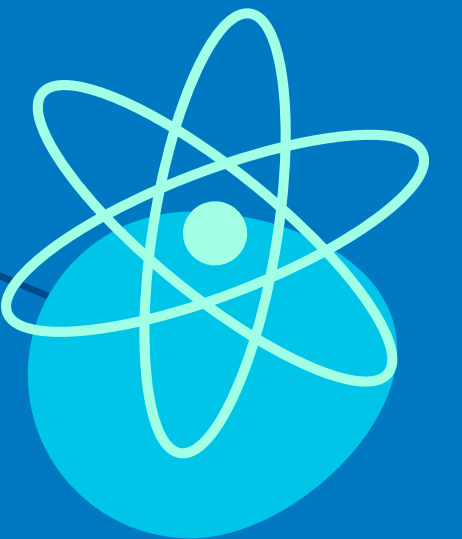
Our Carbon Footprint

Last year, Global's total carbon emissions fell by 20%, as independently verified for our annual SEC report. We continue to invest in carbon and energy reduction strategies, identifying key emission reduction initiatives and our longer term drive to Net Zero.

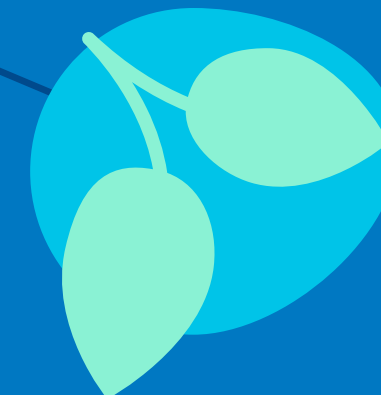
Location based total carbon footprint - 4,824 tCO₂e



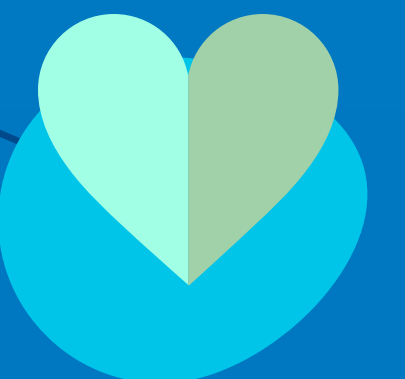
After the impact of purchasing 100% renewable electricity - 1,214 tCO₂e



Absolute carbon reduction - 20%



Objective for next year - >5% reduction



Our Carbon Footprint

Ad Net Zero

We are proud to contribute to Ad Net Zero, the ad industry zero carbon initiative led by the Advertising Association, in response to the climate crisis caused by CO2 emissions.

As an active contributor, Global is part of the industry's drive to reduce the carbon impact of developing, producing and running UK advertising to real net zero by the end of 2030.



Planet Mark

This year, we have achieved the independently verified Planet Mark Business Certification, demonstrating our commitment to reduce our impact on society. This is a significant achievement involving the entire business.

The Planet Mark Business Certification is an internationally recognised sustainability certification open to all organisations, acknowledging continuous progress towards improved environmental performance, encouraging further action, and aiming to build an empowered community of like-minded individuals.

To achieve this sustainability certification, we've followed a robust three-step process: Measuring our impact, setting goals and engaging everyone in the business and communicating our progress.

Our Planet Mark certification also recognises our engagement with six of the UN Sustainable Development Goals (SDGs).

As a Planet Mark certified member, we also protect one acre of endangered rainforest with Cool Earth.



PlanetMark
Certified Business

We are Planet Mark Certified

Year 1.



This is to certify that Global Media Group Services Limited has achieved the Planet Mark by reporting its carbon footprint and engaging its stakeholders.

Valid to: 30 June 2023



Empowering change for a brighter future.

The Planet Mark is a sustainability certification for every type of organisation, for products and real estate. Our certification recognises continuous improvement, encourages action and builds an empowered community of like-minded individuals who make a world of difference.



Planet Mark is delighted to be working with Global on its journey to achieving net zero and we are already seeing this organisation take admirable steps to measure and reduce its carbon footprint.

Achieving Planet Mark Business Certification indicates that Global is absolutely moving in the right direction on its sustainability journey, and we are excited to continue to work together, cutting carbon emissions across its business operations and value chain.

- Steve Malkin, Planet Mark CEO & Founder





Our awards and accreditations



2022 International Green Apple Environment Award

Silver for increasing our warehouse recycling rates by almost 140% in less than a year.

This is Global's 5th Green Apple award with previous awards given for reducing our carbon footprint year-on-year for 5 years, significant reduction in single use plastics and for the use of environmentally responsible materials and fittings when refurbishing our SKA Gold Awarded Holborn office.



We retained our ISO certifications following detailed external examination and verification of our environmental and energy management systems, processes and operations:

ISO 14001 Environmental Management system
ISO 50001 Energy Management system

These are internationally recognised marks of excellence, reflecting our ongoing commitment to reducing our environmental impact and carbon footprint.

Other awards and accreditations





**Our platforms for
positive change**



Our platforms for positive change

We continually work with our partners to improve our Outdoor estate and ensure we make positive contributions to our wider communities



BT Street Hubs

Our BT Street Hub units provide public Wi-Fi and free phone calls, community and emergency messaging technology and device charging.

Our new, second-generation units also incorporate environmental sensors to measure air quality, noise and traffic levels.

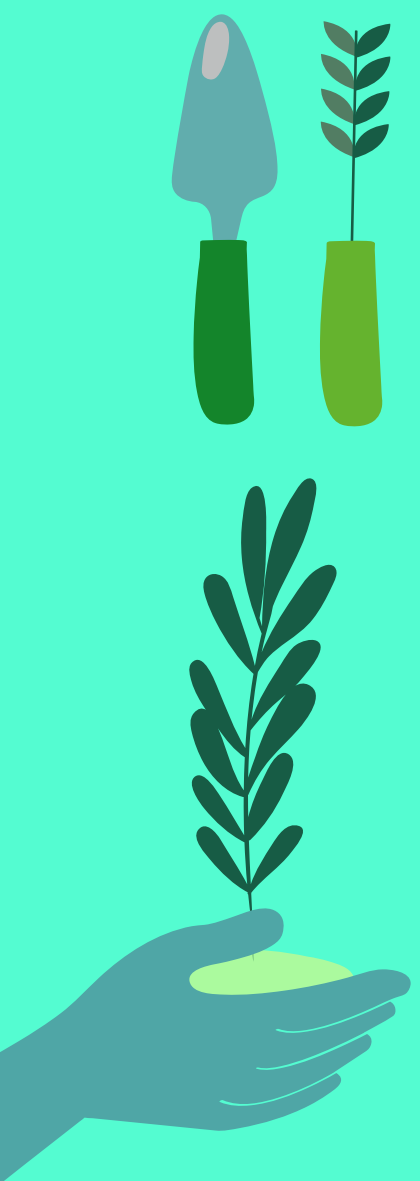


Transport

Advertising revenues generated by Global directly fund public transport, making it cheaper for communities and improving local infrastructure. Increased use of public transport dramatically reduces car usage – a fully loaded double decker bus takes 75 cars off the road!

Bus operators continue to invest in significantly cleaner and greener electric and hydrogen buses, supported by government initiatives such as the Low and Ultra-Low Emission bus schemes benefitting many local areas.





Our platforms for positive change

TfL Elizabeth Line

Opened in 2022, the TfL Elizabeth Line brings environmental and economic sustainability across the route.

The new trains are lighter, making them amongst the best in their class for energy efficiency and our advertising assets are the latest generation of energy efficient screens and halo displays.

Biodiverse green and brown rooftops have been built on stations and infrastructure buildings where possible to support birds, mammals, bees and butterflies. These provide several environmental benefits including improvements to air quality, water absorption and drainage, conservation and biodiversity and noise reduction.

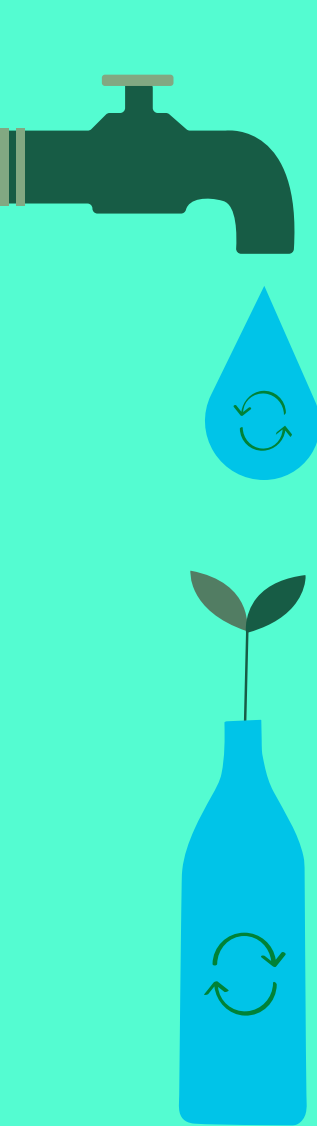
The new underground stations are fitted with 62% more energy efficient LED lighting, have platform screen doors and under platform heat extraction which aid in keeping stations naturally cool.

Global worked closely with the Crossrail team, taking a considered and integrated approach to advertising, ensuring the hardware was designed and implemented to match the joint sustainability ambitions of the wider Elizabeth Line project.

ELIZABETH LINE



Green rooftop over Whitechapel Station (BBMV)



Our platforms for positive change

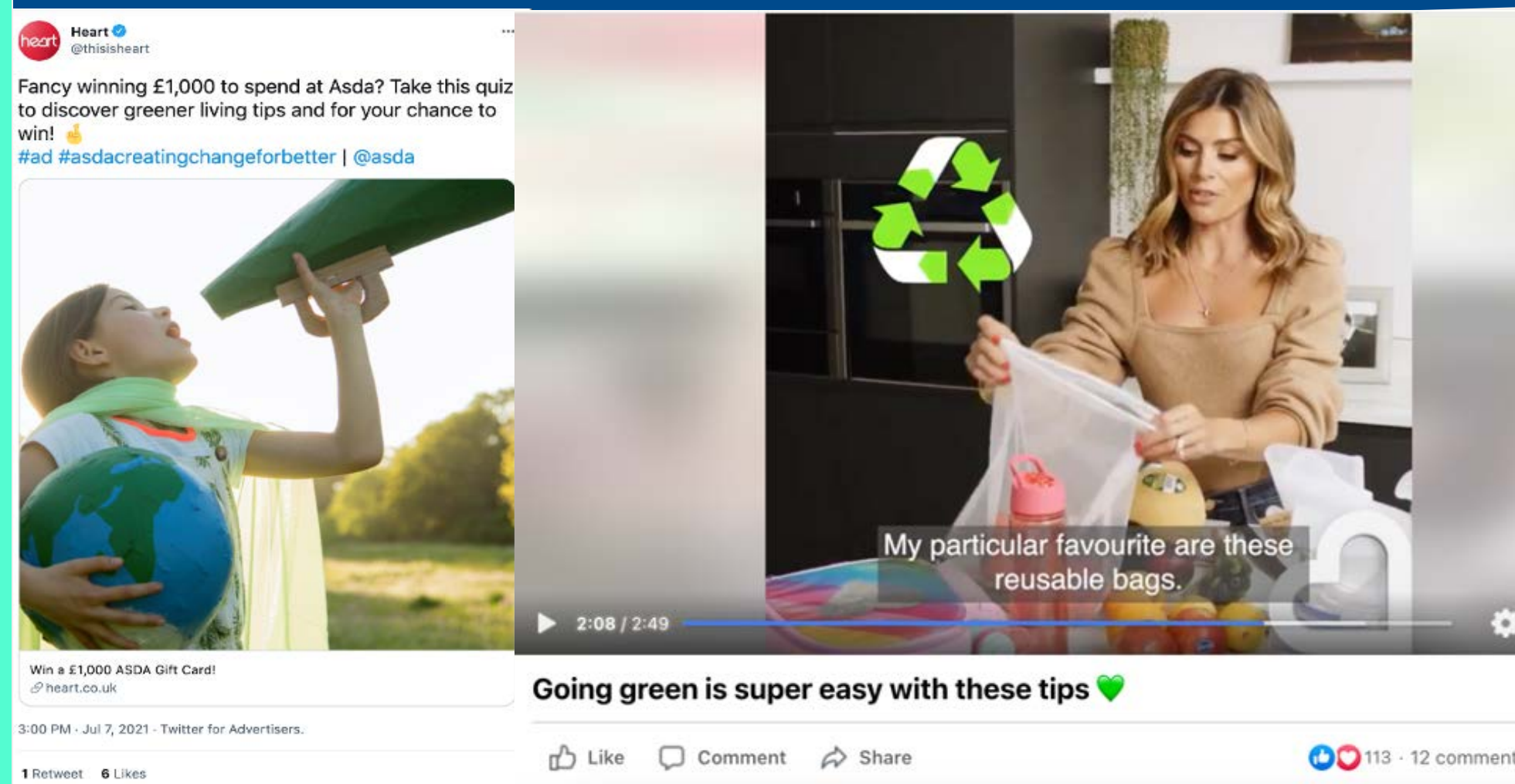
Partnering with our clients, we help brands to share their message, engage in the conversation around sustainability and create promotional content to drive awareness and change



Asda creating change for the better campaign
- Heart & Asda hosted bespoke sustainability tips around the home content with Heart talent, along with “how green are you?” quiz to raise awareness of food waste and how to recycle clothes.

Currys PC World’s Go Greener campaign -
focused on free delivery, recycling and helping our audiences go greener.

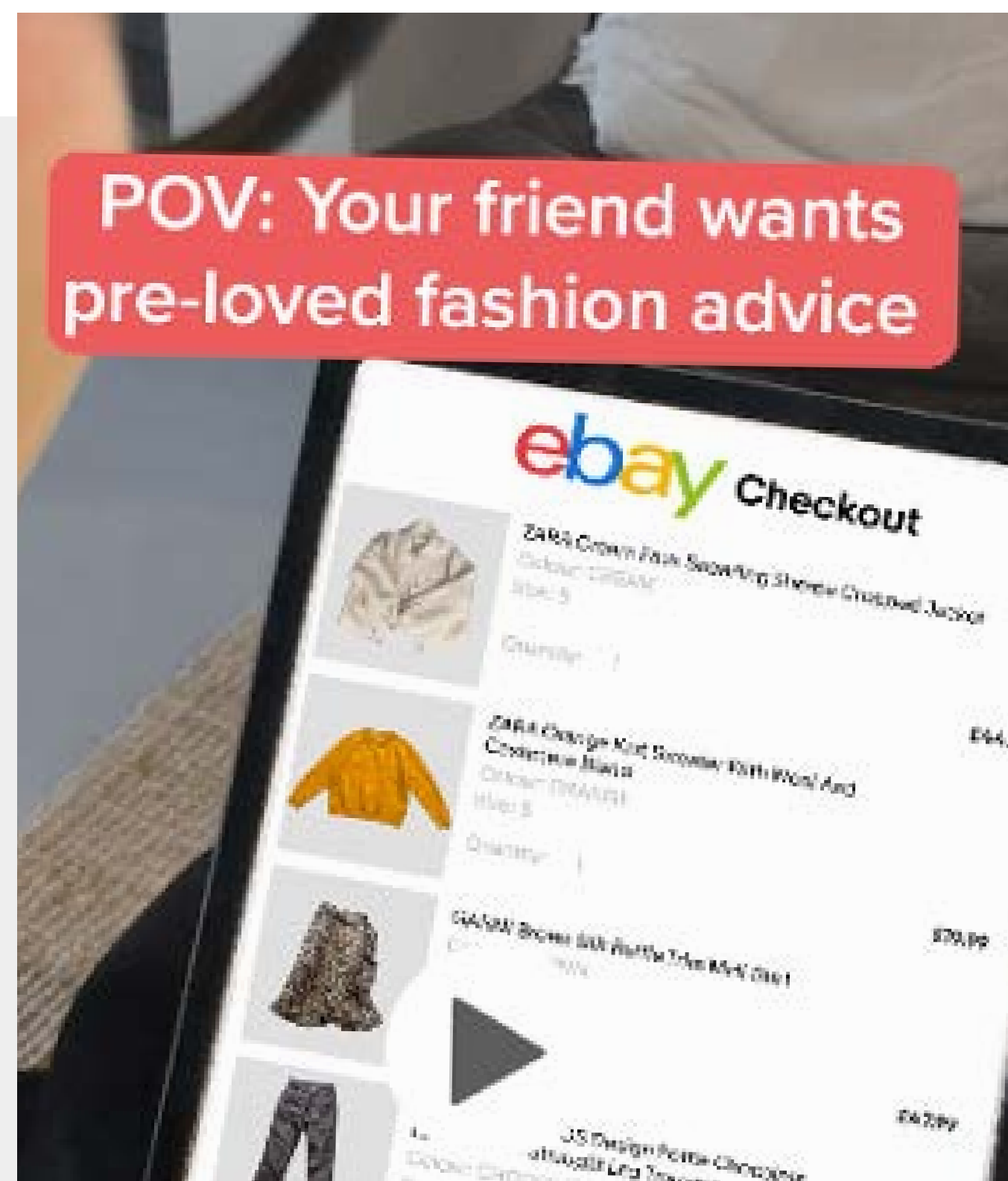
The partnership also included “Climate Cast & James O’Brien” podcast sponsorship as well as Heart Breakfast promotion and experiential with Mark Wright’s fun in store kitchen dash.





eBay continues to lead as a sustainable fashion outlet, and as **Capital Breakfast sponsors** they help our audience make more conscious styling and shopping choices.

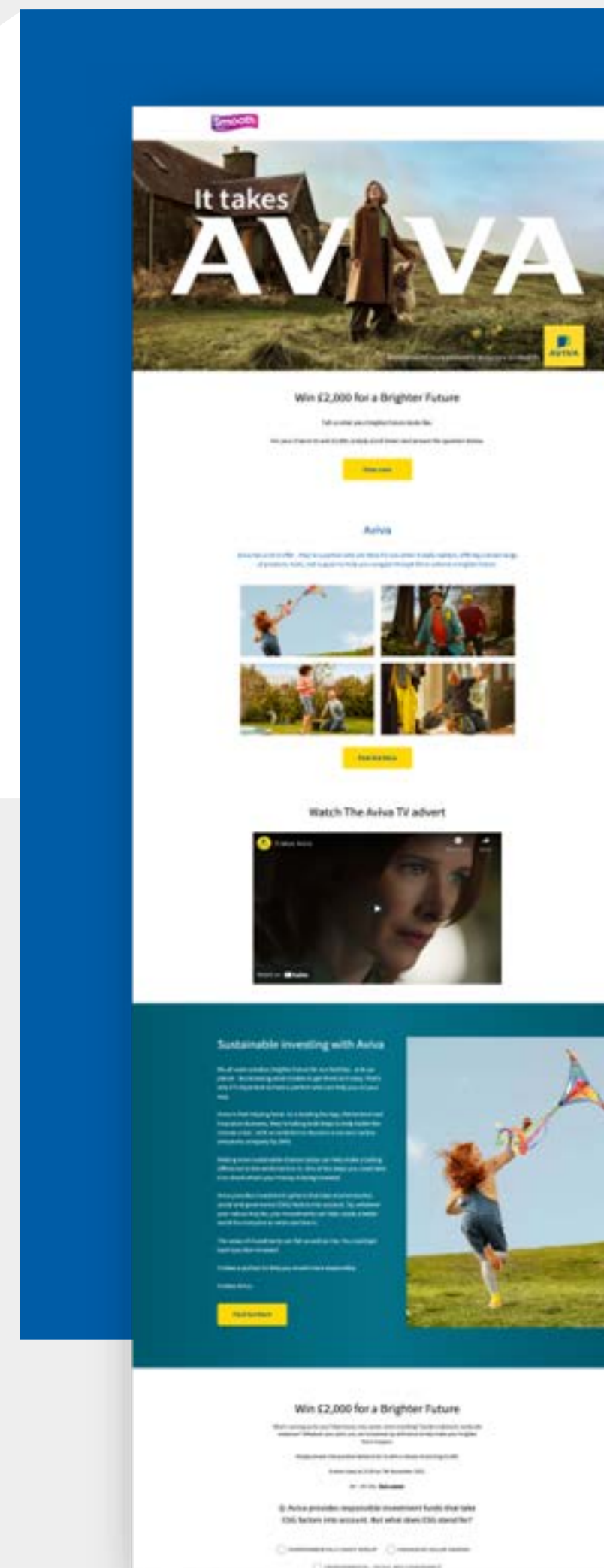
We continue to work together to show our audiences how easy it is to be sustainable when buying & selling on eBay!

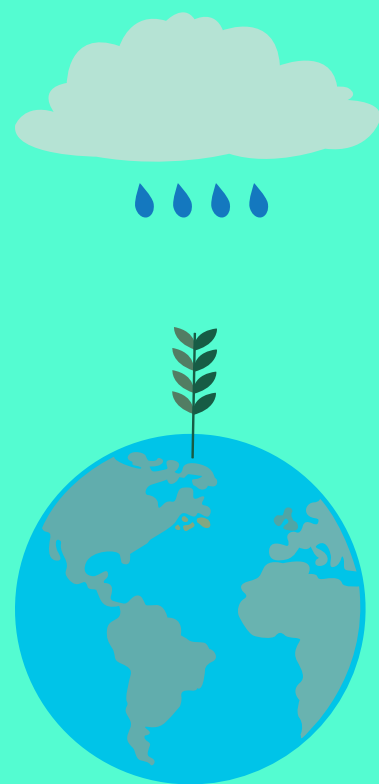


As part of Aviva's **“What does your brighter future look like”** campaign, Heart and Smooth worked to activate a content series dedicated to actions towards a Brighter Future

Heart presenter James Stewart, who trained as a climate scientist for a number of years, featured on a video across Heart, to provide everyday tips and simple changes to help people be more sustainable.

Smooth's online page outlined services that Aviva offer within the sustainability pillar whilst lifestyle touchpoints were explored over 12 weeks on air featuring a Heart or Smooth presenter in conversation with an influencer or a 'champion' for each topic.





Our platforms for positive change

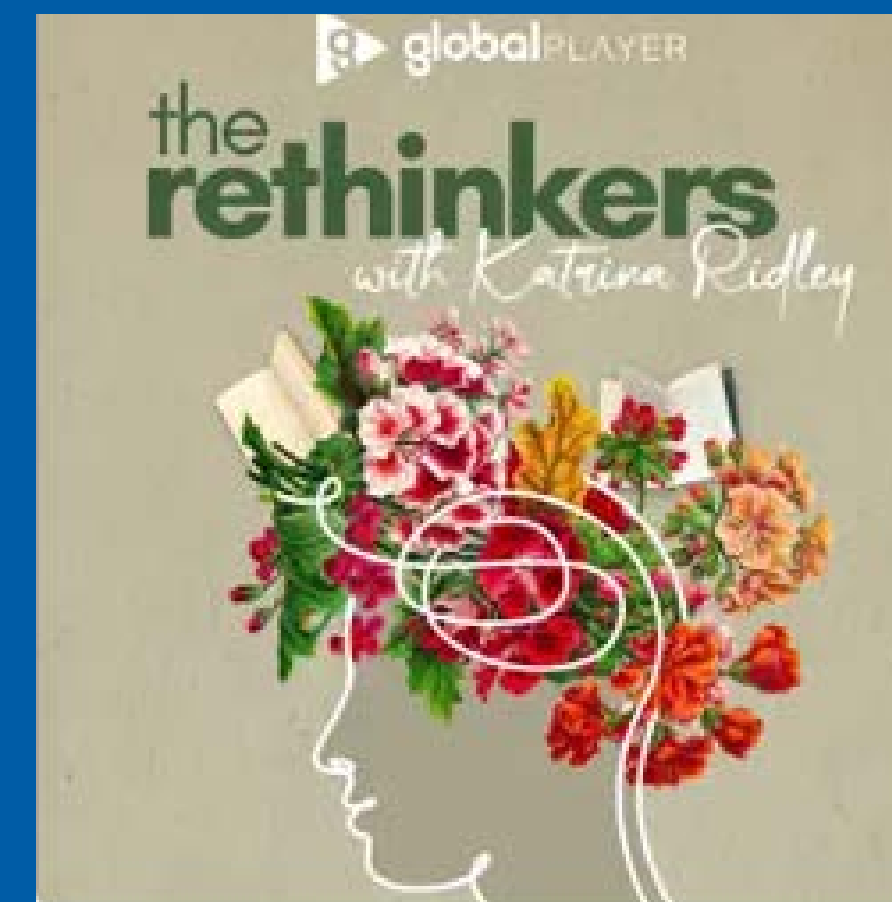
Our original content also plays a significant role in provoking thought and encouraging action amongst our audiences

Our planet is in trouble – in fact, it’s an emergency. The uncomfortable truths about climate change can feel overwhelming.

Now, Mayor of London Sadiq Khan is here to help you take a breath. From industry leaders and politicians to activists and celebrities, meet those helping to make our world a cleaner, greener place.



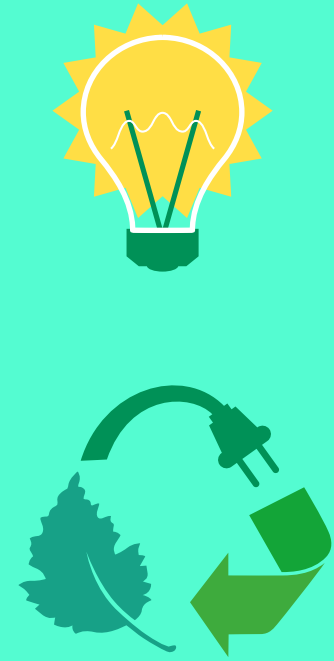
Podcasts



“The Rethinkers” is a brand-new podcast hosted by Katrina Ridley (Heart presenter, and a passionate environmentalist) that challenges society’s norms and seeks new perspectives encouraging positive behaviour change across its audience.

In each episode, Katrina is joined by a different specialist, author or environmentalist to discuss various aspects of life or society including rethinking plastic, shopping, waste, etc.

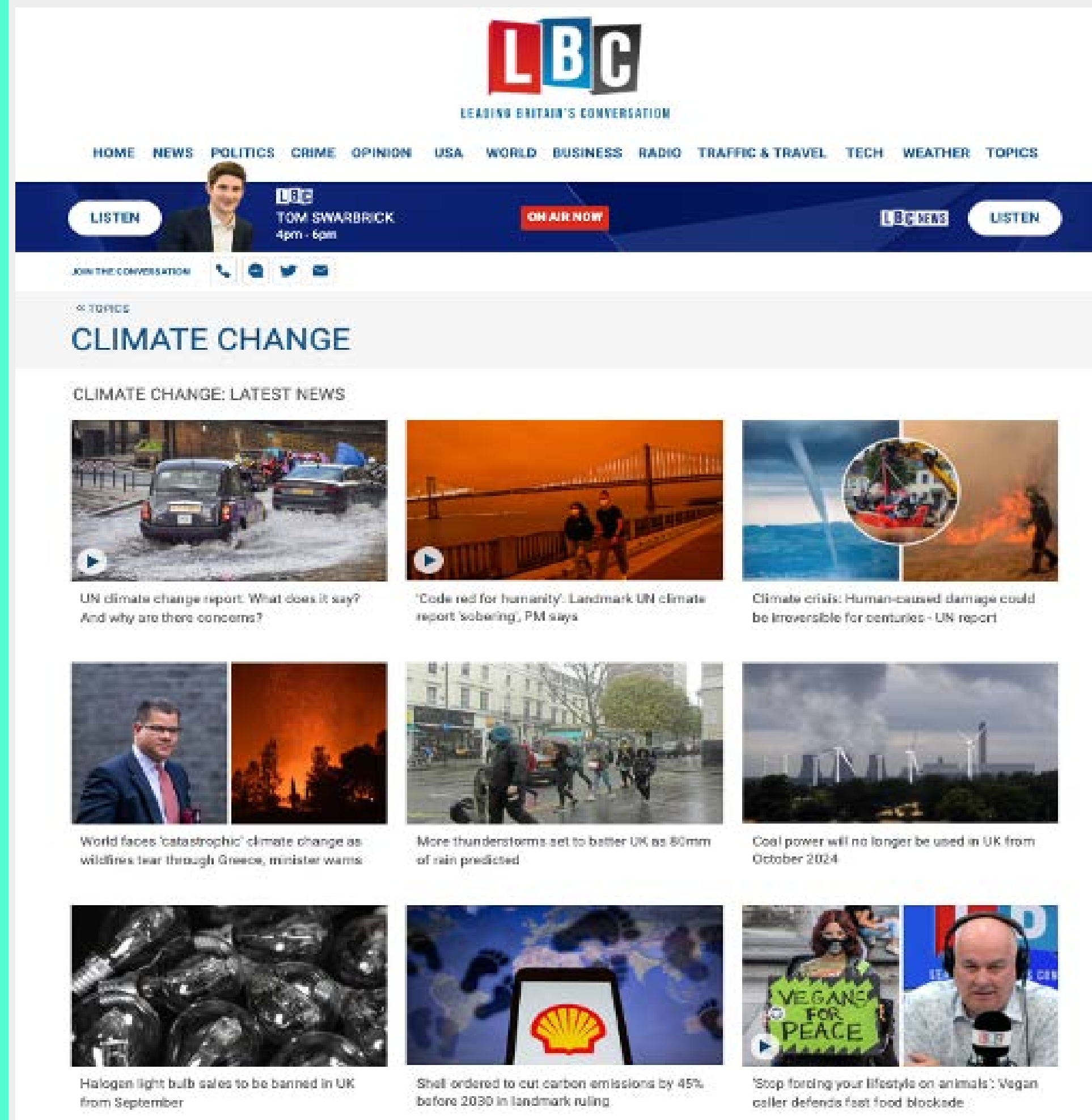
It’s only by exploring all of life’s alternatives, that our listeners are truly able to make the right decisions to live more sustainably.



Our platforms for positive change

Our original content also plays a significant role in provoking thought and encouraging action amongst our audiences

On Air



Climate change is frequently discussed on LBC, Britain's biggest commercial news and talk station which is further syndicated across all Global stations, a total audience of over 26 million.





We are proud of our progress so far but know that there is still a way to go for both our business and the wider industry.

Our entire business has contributed to our achievements this year and everyone continues to play an important role in our sustainability commitment.

We want to continue to have a positive sustainability and environmental impact through our business and believe that we can empower our community to take climate action.

We continue to explore and invest in new ways of working, pioneering products and initiatives and look forward to the year ahead, working with our stakeholders to drive industry change so we, and future generations, can enjoy a healthy planet and environment.



For our 2020/21 report, please [click here](#)



global
Making everyone's day brighter



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