

# Global Outdoor's Carbon Reduction Plan

**Supplier Name:**

Global Outdoor Media Holdings Limited  
Global Outdoor Media Limited  
Primesight Limited

**Publication date:**

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**Published in accordance with PPN 06/21**

## Commitment to achieving Net Zero

Global Outdoor Media Holdings Limited (the parent company of Global's outdoor advertising business) and its wholly owned subsidiaries Global Outdoor Media Limited and Primesight Limited (the principal operating companies of such business) (henceforth together referred to as "Global Outdoor") are committed to achieving Net Zero emissions by 2050 in the UK. Along with Global Outdoor Media Holdings Limited, Global Outdoor Media Limited and Primesight Limited fully support and adopt this Carbon Reduction Plan.

The Global group is a signatory to both Ad Net Zero, setting ambitious targets of Net Zero across operations by 2030 (Scopes 1, 2 and parts of Scope 3 (business travel, water, paper, commuting)), and the UN Race to Zero, committing to reaching Net Zero emissions across remaining Scope 3 categories by 2050.

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## Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

**Baseline Year: Financial Year 2022 - 2023**

Global Outdoor has not previously measured the extra Scope 3 categories required for PPN 06/21 compliance, and therefore has expanded the calculation for the first time for FY 22/23. Previous Scope 3 categories calculated included: Business Travel, elements of Purchased Goods and Services and Waste Produced in Operations. This means that the FY 22/23 carbon measurement serves as Global Outdoor's baseline year footprint as well as current emissions measurement.

Nevertheless, Global Outdoor has introduced many reduction measures prior to the measurement of this extended PPN 06/21 baseline.

Current Emissions Reporting

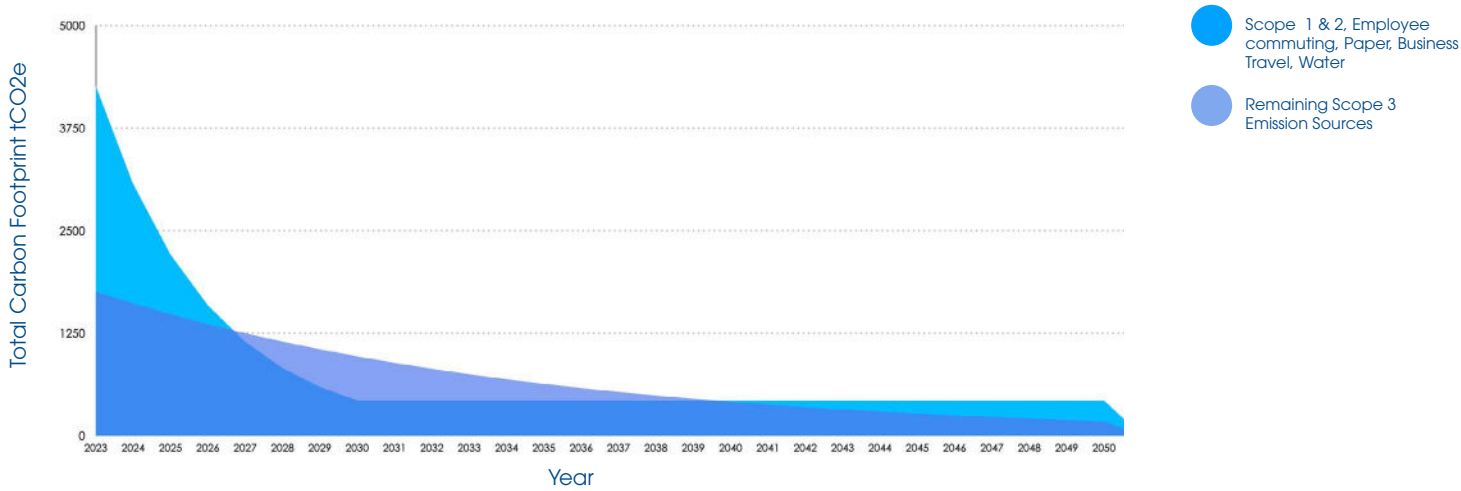
Financial Year 2022 -2023		*Scope 3 emissions included:	
Scope 1:	323.5 tCO2e	Cat 4:	Upstream Transport and Distribution
Scope 2 :	(location-based): 2481.8 tCO2e	Cat 5:	Waste Generated in Operations
Scope 3*:	2007.8 tCO2e	Cat 6:	Business Travel
Total Emissions:	4813.2 tCO2e	Cat 7:	Employee Commuting
		Cat 9:	Downstream Transport and Distribution

Emissions Reduction Targets

To continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets. Global Outdoor is committed to achieving Net Zero emissions by 2050. As signatories to Ad Net Zero, Global Outdoor has also committed to making a minimum 90% reduction in its operational emissions, including Scopes 1 and 2, Business Travel, Water, Paper and Employee Commuting by 2030. As signatories to the UN Race to Zero, Global Outdoor is committing to reaching Net Zero emissions across remaining Scope 3 categories by 2050.

We project that Global Outdoor’s carbon emissions will decrease over the next twenty-seven years to 481.3 tCO2e by 2050, as per UK Government requirements. This is a reduction of 9% per year. Progress against these targets can be seen in the graph below: Please note, this graph uses location-based reporting.

Pathway to Net Zero



Carbon Reduction Projects

Completed Carbon Reduction Initiatives

Global Outdoor has introduced many carbon reduction measures prior to the measurement of this extended PPN baseline, however, as this is the first year that Global Outdoor has measured its extended PPN baseline these reductions cannot be quantified. When comparing Global Outdoor’s footprint in FY 2021-2022 to FY 2022-2023, Global Outdoor made a 4.7% reduction in absolute carbon, however, this excluded the required Scope 3 subset of categories for PPN 06/21.

The following environmental management measures and projects have been completed or implemented since the FY 2022-2023 baseline to date. The carbon emission reduction achieved by these schemes remains unknown until Global Outdoor measures its FY 2023-2024 footprint.

Scopes 1 & 2:

- Global Outdoor is a signatory to Ad Net Zero and the UN Race to Zero.
- Global Outdoor has introduced LED lighting at Glasgow, Enfield and Manchester warehouses, moving away from filament bulbs and replacing them with more energy-efficient LEDs.
- At the Glasgow warehouse site, a new and more energy-efficient boiler has been installed to reduce natural gas consumption.
- Global Outdoor has made changes to building control systems to align better with occupancy levels.
- To reduce energy consumption on its managed outdoor billboard estate, Global Outdoor has implemented timers to lights at night on digital displays.
- Global Outdoor has provided driver training to improve fuel efficiency.
- Journeys have been streamlined and planned efficiently between warehouses and advertising posting sites, reducing the number of journeys, and ultimately fuel consumption of Global Outdoor’s fleet.
- Global Outdoor has made changes to its digitally managed outdoor billboard estate to reduce energy consumption, such as:
  - reducing brightness of screens from 90-80%,
  - stopping showing advertising content on screens between midnight and 5am,
  - requesting that clients use as little white as possible in their advertisements to reduce energy demand.
- Global Outdoor’s offices and warehouse facilities are ISO 15001 and 14001 compliant (London Head Office, Enfield, Glasgow, Birmingham, and Manchester warehouses)
- Global Outdoor have increased the number of electric vehicles in its fleet to ten.

Scope 3:

- Global Outdoor sends zero waste to landfill: some material is closed-loop recycled, some is open-loop recycled, and the rest is sent to energy-from-waste plants.
- Global Outdoor offers employees train and underground season tickets through salary sacrifice schemes to incentivise the use of public transport for commuting.
- Through design innovation, some raw materials have been eliminated from Global Outdoor’s products, reducing consumption and ultimately waste.
- Global Outdoor offers cycle-to-work schemes for its employees, with shower and locker facilities to make this an easier option.
- Global Outdoor offers hybrid working to reduced emissions from employee commuting.
- Global Outdoor has reviewed its supply chain and acted to streamline this by greatly reducing the number of journeys into its warehouses.

In the future we hope to implement further measures as outlined below. Please note, these are primary actions only, and further detail will be added after the creation of Global Group’s Net Zero Action Plan starting Calendar Year 2024.

\*Priority: On a scale of 1-5, where 1 is urgent and 5 is low priority

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority
Energy Efficiency (Scopes 1 and 2)	Global Outdoor conducts regular energy audits of all sites to ensure heating and cooling mechanisms are continuously optimised.	HSEQ, Environmental team	Ongoing throughout, every 2-4 years	Moderate	Moderate	2
	Global Outdoor will continue, and plans to increase, staff engagement – to educate and encourage reduction in their energy consumption when onsite, and in taking personal ownership.	Global Outdoor	Ongoing throughout	Low	Moderate	3
	Global Outdoor will continue to investigate ways to reduce energy consumption of their managed outdoor estate.	Operations, Environmental team	Ongoing throughout	Moderate	Moderate	3
	Global Outdoor will develop an energy efficiency strategy for each premises.	Operations, Environmental team	Latest by 2024	No cost	Moderate	3

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority
Fuel Switching (Scopes 1 and 2)	Global Outdoor will increase the number of electric vans by five times, from the current 2 to 10 vans.	HSEQ, Environmental team	Ongoing throughout, every 2-4 years	Moderate	Moderate	2
	Global Outdoor will research and calculate return on investment for on-site green energy generation on owned buildings.	Global Outdoor	Ongoing throughout	Low	Moderate	3
	Global Outdoor will investigate switching out high-emitting refrigerants for natural refrigerants where possible across all sites.	Operations, Environmental team	Ongoing throughout	Moderate	Moderate	3
	Global Outdoor plans to completely electrify their fleet, eliminating diesel and petrol vehicles.	Operations, Environmental team	Latest by 2030	High	Moderate	3
	Global Outdoor will consider offering employee salary sacrifice schemes to incentivise those using personal vehicles for business to purchase electric vehicles.	People and Culture, Environmental team	Latest by 2030	Low	Moderate	3
	Global Outdoor plans to explore the potential for natural gas elimination from the footprint via heat decarbonisation (where applicable) through air/ground/water heat pumps.	Workspace, Operations, Environmental team	Latest by 2050	High	Moderate	3

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority
Waste Generated in Operations (Category 5)	Global Outdoor will explore opportunities to introduce new materials that allow for closed- and open-looped recycling of classic advertising products to eliminate waste streams and a reduce the volume of waste sent to waste-to-energy plants.	Product Development, Environmental team	Latest by 2030	Moderate	Moderate	4
	Global Outdoor are investigating ways to fully recycle all e- waste from their digital displays at the end-of-life and throughout maintenance and up-grades.	Product Development, Operations, Environmental team	Latest by 2030	Moderate	Moderate	3
	Global Outdoor is investigating ways to track 100% waste collection from advertising fixing operations, meaning they can safely say no material is being lost in the process.	Warehouse management, Operations, Environmental team	Latest by 2030	Moderate	Moderate	3
	Global Outdoor is exploring opportunities to use only materials containing recycled content and that are recyclable at end-of-life in their supply chain for classic products, moving towards a circular economy model.	Product Development, Operations, Environmental team	Latest by 2030	Moderate	Moderate	3

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority
Business Travel (Category 6)	Global Outdoor plans to embed robust, high-quality business travel data collection as part of expense recording. In this case, instead of assuming the average car, establish whether it is diesel/petrol/ PHEV or electric.	People and Culture, Technology, Environmental team	Latest by 2050	Low	Moderate	2
	Global Outdoor will explore changing its business travel policy to include an essential travel decision hierarchy: public transport /lift sharing as priority modes.	People and Culture, Environmental team	Latest by 2025	Moderate	No cost/Low	2
Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority
Employee Commuting (Category 7)	Global Outdoor plans to embed robust, high-quality business travel data collection as part of expense recording. In this case, instead of assuming the average car, establish whether it is diesel/petrol/ PHEV or electric.	People and Culture, Technology, Environmental team	Latest by 2030	Low	Moderate	4
	Global Outdoor currently offers a hybrid working policy - minimising the need to travel to meetings. Sharing details of the tools available to make virtual work effective.	People and Culture, Environmental team	Ongoing	High	No cost/Low	
	Global Outdoor offers employees a cycle to work scheme and is looking at plans to run an internal campaign to raise awareness of the benefits of cycling to challenge the car dominated culture (health benefits, environmental benefits, cost savings).	People and Culture, Environmental team	Ongoing	Moderate	Low	
	Global Outdoor is considering an electric vehicle salary sacrifice scheme, helping employees access new electric vehicles at a reduced cost.	People and Culture, Environmental team	Latest by 2025	Moderate	Low	4

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority
Upstream and Downstream Transportation and Distribution (Categories 4 and 9)	Global Outdoor is encouraging current suppliers to decarbonise their fleet for last-mile deliveries or switch to new suppliers already using electric fleet vehicles.	Procurement, Environmental team	Latest by 2050	High	High	1
	Global Outdoor will review logistics associated with their supply chain and review efficiency, removing unnecessary journeys where possible.	Procurement, Environmental team	Latest by 2024	Moderate	Low	4
	Global Outdoor is considering embedding the criteria for lower carbon delivery solutions (e.g., electrified fleet, route optimization software) into the procurement policy when engaging with new suppliers.	Procurement, Environmental team	Latest by 2030	Low	High	1
	Global Outdoor will implement a procurement policy that scores suppliers according to the carbon efficiency of their deliveries.	Procurement, Environmental team	Latest by 2030	Low	High	1

Global Outdoor also plans to expand measurement across products through supplier engagement.

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard<sup>13</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>14</sup>.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard<sup>15</sup>.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors of Global Outdoor Media Holdings Limited, Primesight Limited and Global Outdoor Media Limited.

Signed on behalf of the Supplier:

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Date:

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<sup>13</sup> <https://ghgprotocol.org/corporate-standard>

<sup>14</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>15</sup> <https://ghgprotocol.org/standards/scope-3-standard>