

global
Making everyone's day brighter

Environmental Impact Report

2022 - 23



green @ global

A message from Global

Global is one of the world's leading media and entertainment businesses, boasting the UK's most cherished radio brands, beloved podcasts, and the nation's most extensive outdoor advertising estate.

We are committed to improving our environmental performance, and we are excited to present our Environmental Impact Report for the year 2022/23.

This year, our focus has been to build baseline carbon footprint measurement to solidify our net zero commitments.

Working towards a circular economy model, we have further reduced our waste, and increased our recycling rates.

As you read the following pages, you will learn about the steps we have taken to reduce our environmental impact over the past year. It is our hope that this report will not only inform, but also inspire. We invite you to join us in this journey to create a more sustainable world.

Thank you for your support and partnership on this crucial journey.



green @ global



Contents

| | | |
|----|-------------------------------|----|
| 1. | Goals and progress | 04 |
| 2. | Global Goodness | 05 |
| 3. | Our carbon footprint | 07 |
| 4. | Our ongoing initiatives | 11 |
| 5. | Using our platforms for good | 17 |
| 6. | Our awards and accreditations | 19 |



A snapshot of Green initiatives at Global

Our Goals



Reach net zero emissions across our operations (Scopes 1 & 2, business travel, employee commuting) by 2030 aligned with Ad Net Zero



Reach net zero emissions across the remaining Scope 3 categories by 2050 aligned with the UN Race to Zero



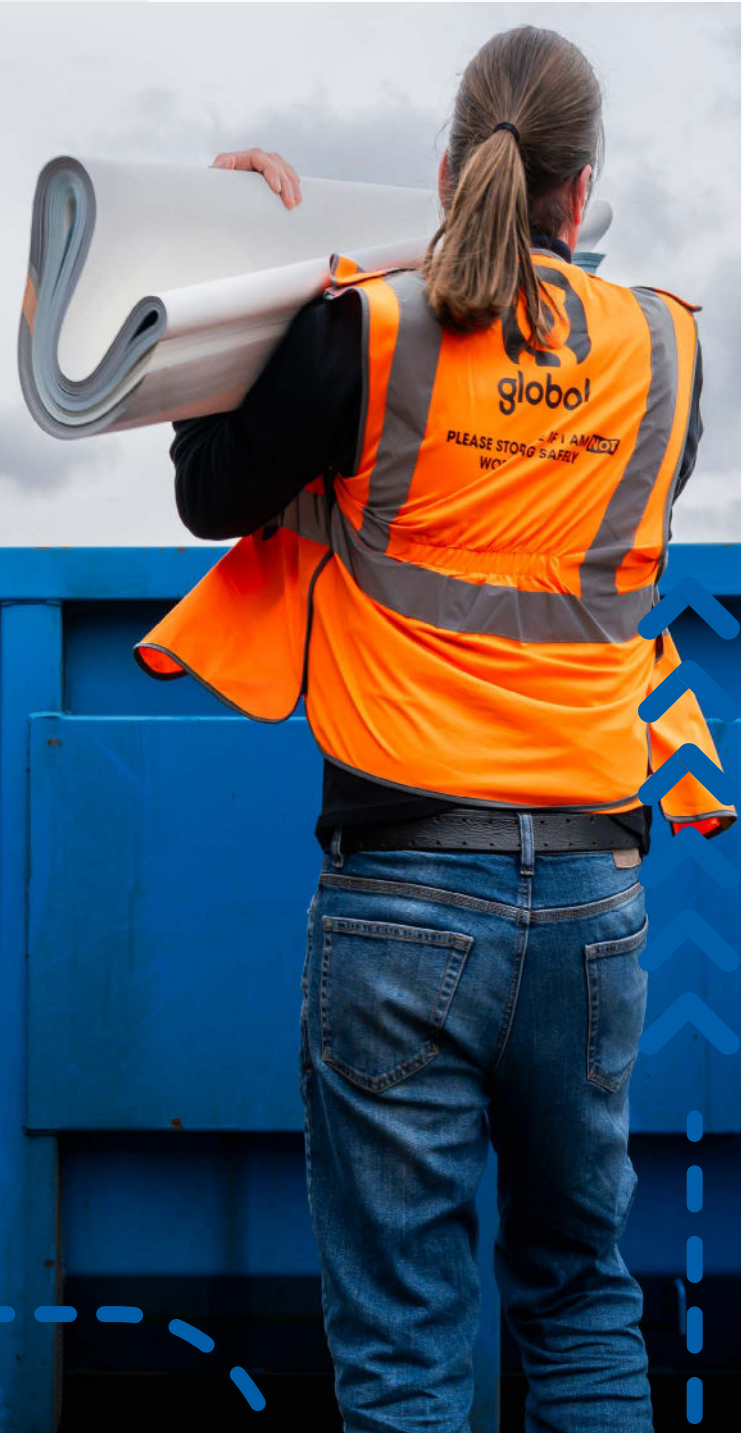
Maintain zero waste to landfill



Increase employee engagement with climate related matters



Use our platform as a force for good



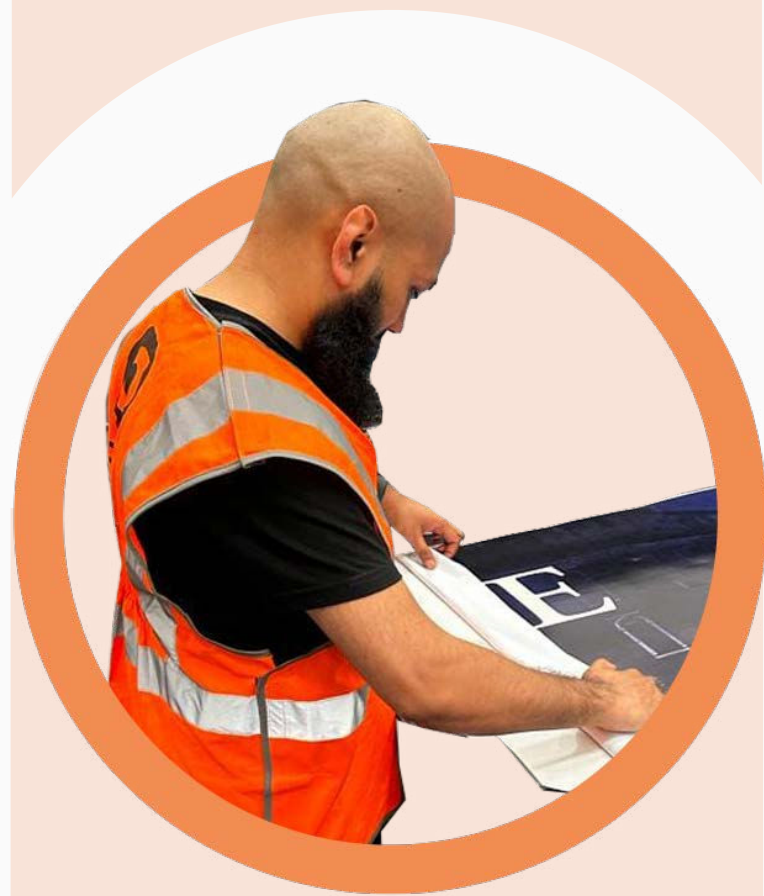
Our progress this year

- 1 13.4% reduction in our carbon footprint across Scopes 1 & 2
- 2 Expanded the measurement of our carbon footprint
- 3 Invested in research and development to reduce the environmental impact of our advertising products
- 4 Increased climate related discussions on-air and podcasts
- 5 Continued to achieve zero waste to landfill
- 6 Added another Green Apple Award to our collection



Green@Global is a pillar of Global Goodness

Driving positive environmental change



What we're doing to reduce our carbon footprint and drive change across our business and the wider industry.

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

Driving positive environmental change is one of Global's core Goodness initiatives, and a key element of our plan to make a difference in the world. With our responsibilities in mind, and a platform from which to be a force for good, we continue to champion change for the benefit of our planet and generations of people to come.

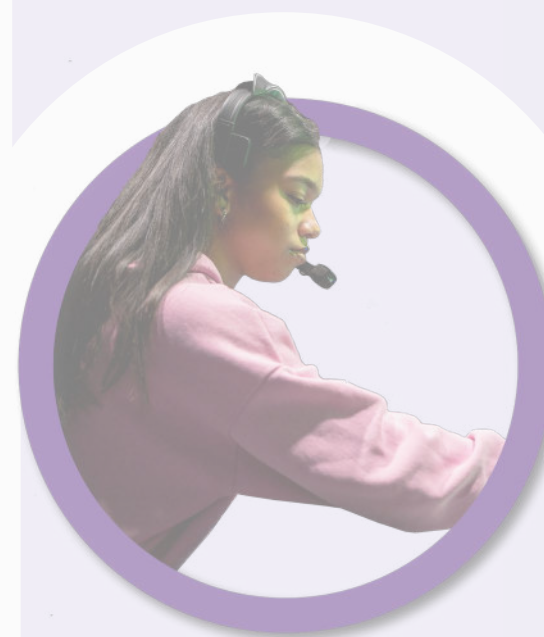
Changing lives across the UK



Delivering media for good



Investing in bright young minds



Creating a place where we all belong



[Read more about Global Goodness here](#)

Global supports the UN Sustainable Development Goals

The United Nations Sustainable Development Goals (SDGs) are a set of 17 international objectives designed to address social, economic, and environmental challenges to achieve a more sustainable future for all by 2030.

We recognise our position within the wider economy and therefore believe we should contribute to wider goals.

We have identified sub-targets under the Sustainable Development Goals (SDGs) that resonate with Global's environmental initiatives.

SUSTAINABLE DEVELOPMENT GOALS



Specifically, Global's environmental sustainability strategy is aligned with the following Goals:

- 7: Affordable and Clean Energy**
- 11: Sustainable Cities and Communities**
- 12: Responsible Consumption and Production**
- 13: Employee Commuting**
- 14: Climate Action**
- 15: Life on Land**

Measuring our Environmental Impacts

At Global, we believe that you can only manage what you measure. This is why we strive to improve measurement of our environmental impact year-on-year.

Scope 1 emissions are those emitted directly from business operations, such as petrol used for our company vans and cars. Scope 2 emissions are those produced indirectly for energy the company uses, but are not emitted on site. Scope 3 emissions can be split into upstream and downstream activities, and generally refer to a company's supply chain. The graphic opposite outlines sources:

For the first time this year, we included the following Scope 3 categories relevant to our business:

Category 1: Purchased goods and services

Category 2: Capital goods

Category 3: Fuel and energy related emissions

Category 4: Upstream transport and distribution

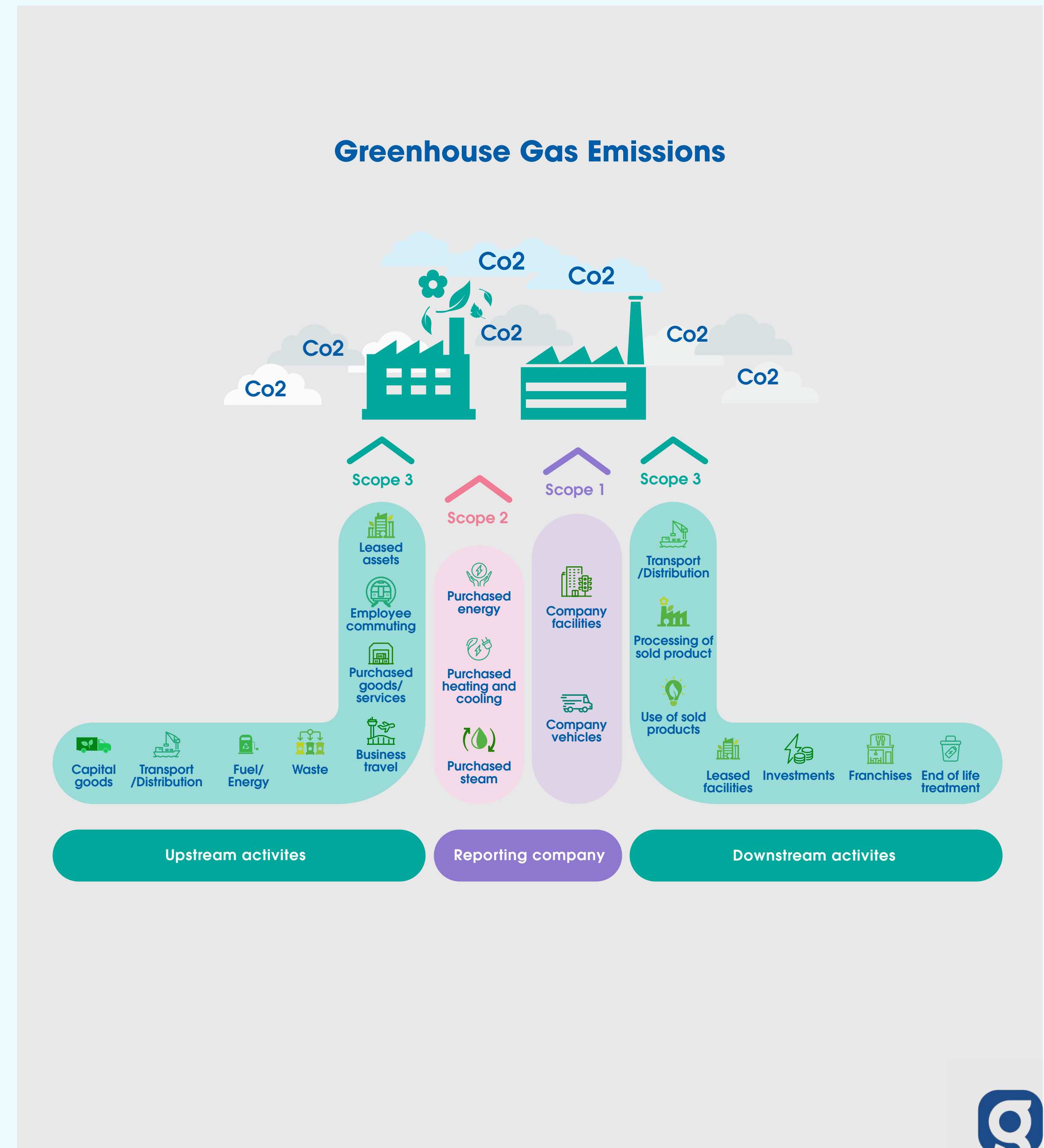
Category 5: Waste generated in operations

Category 6: Business travel

Category 7: Employee Commuting

Category 9: Downstream transport and distribution

Category 12: End of life treatment of sold products

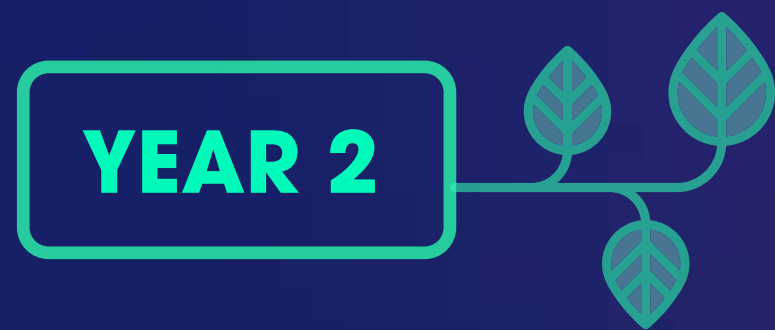


We are Planet Mark Certified again!

We are proud to say that this is the second year we have been Planet Mark Certified, thanks to a 13.4% reduction across the same categories we measured last year.

Planet Mark provides us with third-party verification and holds us accountable by requiring us to make carbon emission reductions to re-certify.

Planet Mark's Business Certification covers Scope 1, 2 and some 'core' Scope 3 emissions that are easily under organisational control. Planet Mark Members must reduce their carbon footprint by at least 2.5% every year but targeting a 5% annual reduction in carbon emissions is recommended. In the last year we have achieved a 13.4% reduction across previously measured categories!



We are Planet Mark Certified

Year 2.



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

Valid to: 30 June 2024



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.

planetmark.com/member/Global-Media-Services-Limited  The Planet Mark  [theplanetmark](https://twitter.com/theplanetmark)



Measure

-13.4%
Absolute carbon reduction.

-13.1%
Carbon reduction per employee.

Location-based

6,090.0 tCO₂e
Measured carbon footprint.

3.0 tCO₂e
Measured carbon footprint per employee.

Market-based

2,949.1 tCO₂e
Measured carbon footprint.

1.4 tCO₂e
Measured carbon footprint per employee.

We are committed to reducing our carbon emissions yearly so that together we can all halt climate change.

Reporting Boundary: 30 Leicester Square, London, WC2H 7LA

Emission Sources: Electricity, T&D Losses, Natural Gas, Water, Fleet, Business Travel, Waste, Paper, Courier-Freight, Refrigerants, Commuting, Diesel, Gas Oil/Red Diesel

Reporting Period: 01 Apr 2022 to 31 Mar 2023

Engage

2,050

FTE employees.
We engage our employees and wider stakeholders to unlock their talent and knowledge to drive year on year progress in sustainability.

Communicate

6 Sustainable Development Goals.
We recognise that transparent communication is essential for transformational change and we quantifiably contribute to 6 SDGs.

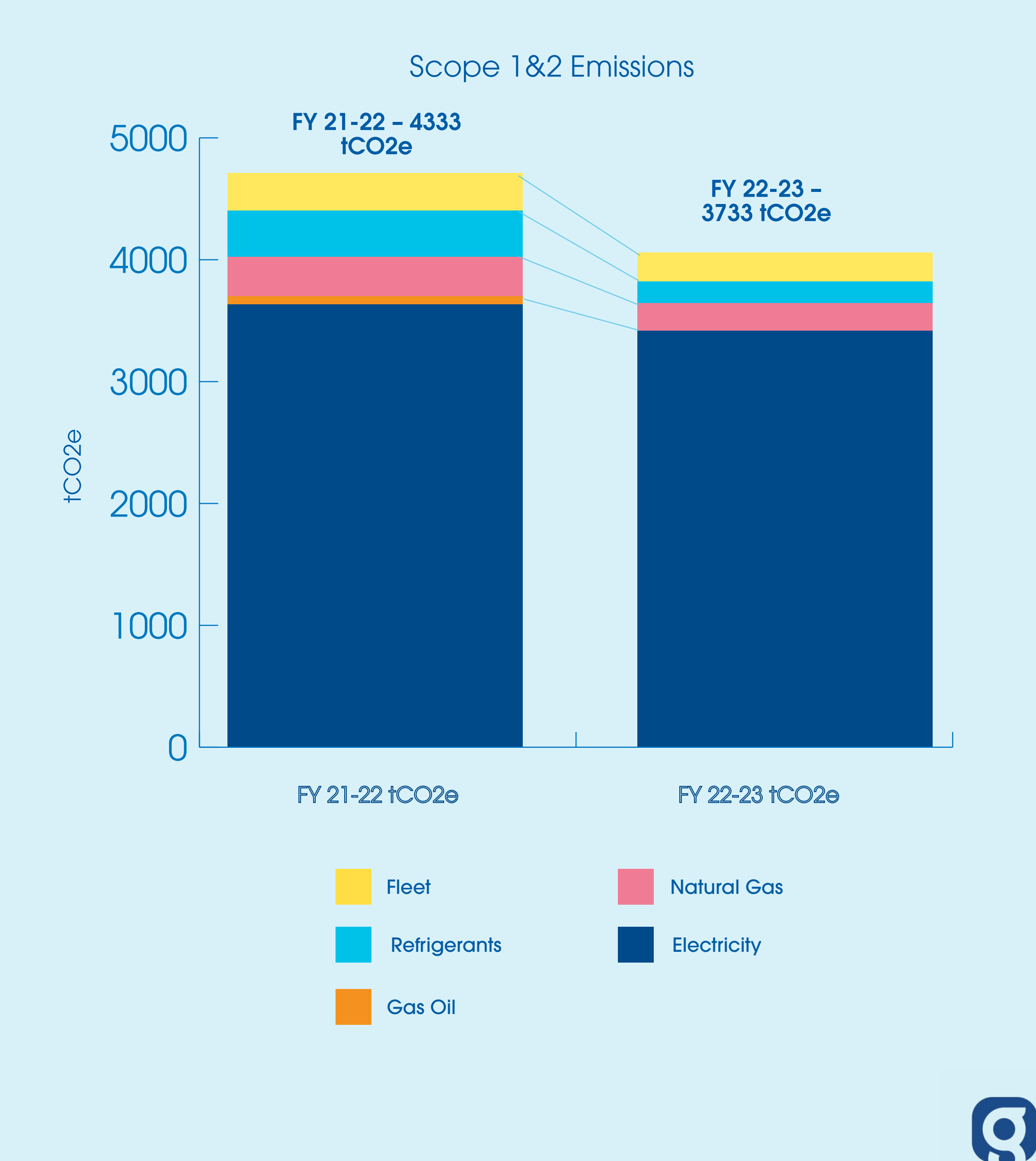


We have made a carbon reduction of 13.4% compared with last year

As we have expanded the categories we measure this year, we can compare with those measured previously to see an absolute reduction in emissions of 600 tCO2e from last year.

This reduction is due to:

- Using less natural gas
- Elimination of gas oil
- Replacing refrigerants with lower emitting refrigerants
- A suite of energy efficiency measures to reduce our consumption in the first instance



Our Net Zero Targets

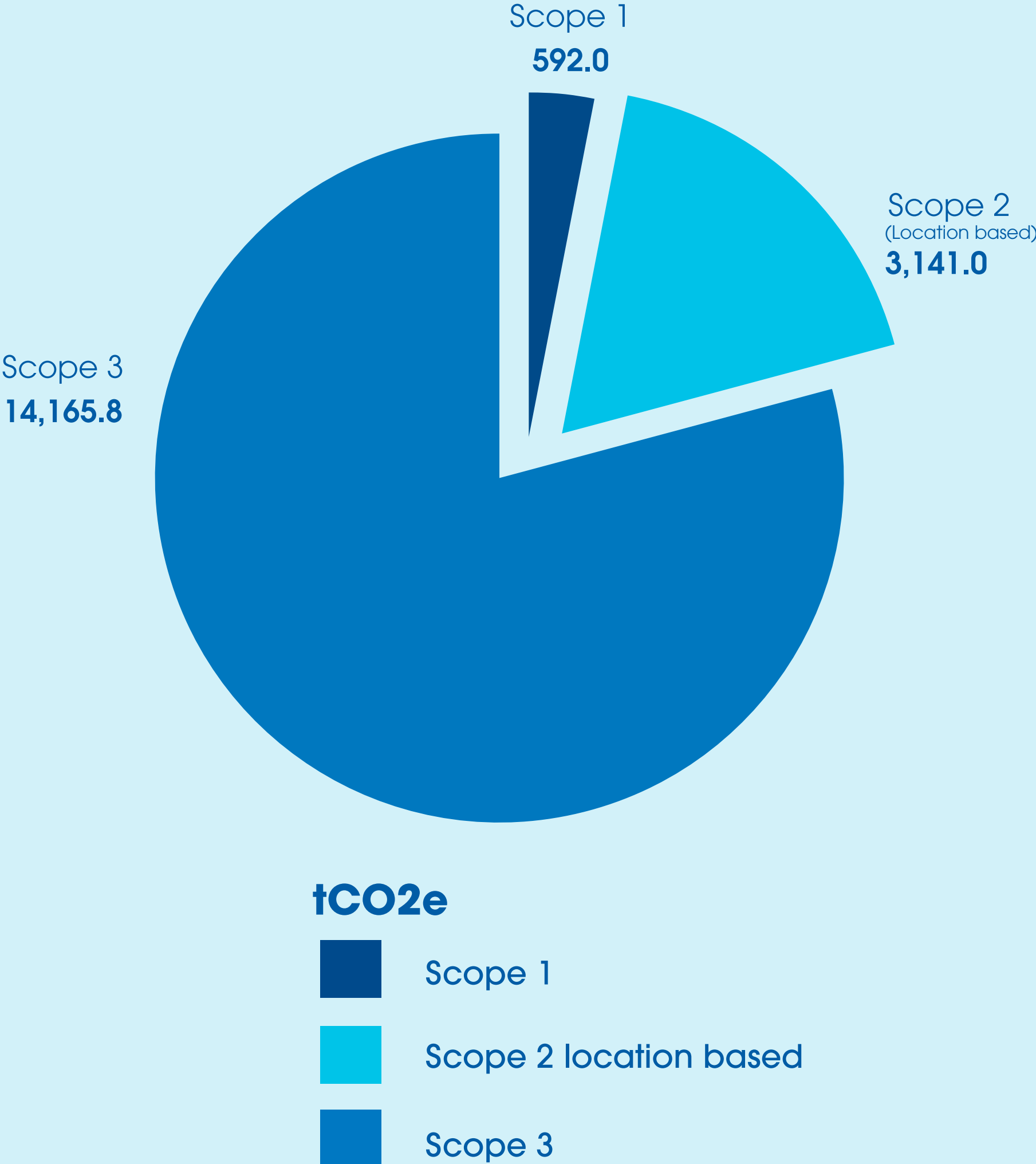
Net Zero is defined as reducing emissions as much as possible, by a minimum of 90%, and compensating for residual emissions through high quality removal carbon offsets.

Building on our existing Ad Net Zero commitment, we have additionally pledged to reach net zero by 2050, aligning with the UN Race to Zero, which is science-aligned. This target will cover all our Scope 3 carbon emission categories that are not included in our Ad Net Zero target.

Keep an eye out for the release of our Net Zero Roadmap in 2024.



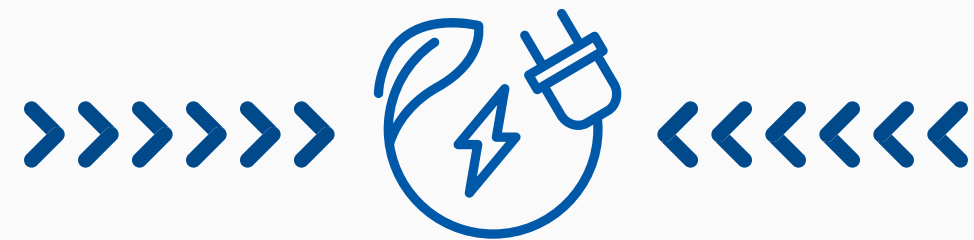
This year, we have built out our Scope 3 emissions for the first time as this will be the baseline footprint for our net zero plan.



Our ongoing initiatives



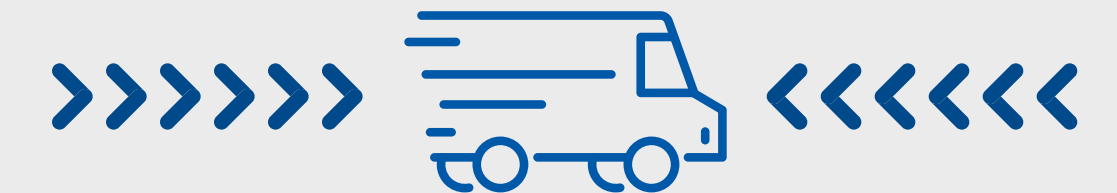
Although it's exciting to highlight all the amazing new initiatives we've actioned in the last year, it's also important to recognise the hard work being put in to maintain existing environmental initiatives.



- 100% renewable energy across our managed outdoor advertising estate, Global offices, broadcast centres and warehouses since 2021
- 99% of radio transmitters are powered by renewable energy
- Continuing to install LED lighting across all offices and warehouses
- Behavioural nudging on premises without automatic timers to encourage energy efficient behaviour
- Frequent review of energy management policies



- Zero waste to landfill policy across our operations, offices, and contractor activities
- Single use plastic ban at our music events
- Frequent review of waste management policies
- Investing time and money into material reviews to incorporate recycled materials and increase recyclability at end of life
- Purchase only FSC Certified paper for office use and outdoor advertising products



- Scaling up our low emission fleet - already 18% are electric
- Use telematics to identify poor eco-driving habits
- Cycle to work scheme for employees
- Utilise video conferencing to reduce business travel
- Drivers follow our anti-idling policy and complete a sustainable driving course

Always improving: Waste Management



Zero waste to landfill

Since 2015, all waste from our premises, including offices and warehouses, is reused, recycled, or converted to energy, avoiding landfill disposal. This process prevents our plastic waste from contributing to pollution, and our contractors also report their waste to ensure compliance with our policies.



Recycling

We strive to maximise recycling and continuously seek new ways to enhance our rates, aiming for all materials in our outdoor advertising to be fully recyclable. We repair damaged screens and recycle electronic waste at its end of life. **We have increased recycling rates from our warehouses and contractors from 46.8% to 48% in 22/23.**



Using less plastic

Global has also been working to reduce single-use plastics in our operations with several initiatives, both in our offices and on-site activities. For example, cup take-back schemes are in place at our music events to reduce plastic consumption.



Location specific waste management

With sites up and down the country, some of our offices deal with waste differently to others. SHighlights include closed-loop recyclable paper towels in our Holborn office through Recorra, and food waste from our London offices is sent to anaerobic digestion!



Another Green Apple Award!

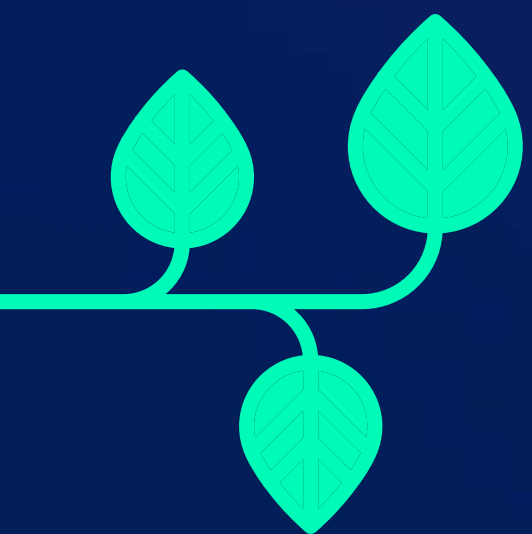
At Global, we continually review our waste management processes. The below example demonstrates the importance of this to keep up with the latest technology to help reduce our environmental impact.

Problem:

Bus board advertising comprises vinyl on polypropylene boards; reusing boards is feasible, but recycling vinyl is challenging due to its adhesive, leading to its disposal through Energy from Waste.

Solution:

The Warehouse Recycling Taskforce found a company that could recycle the backing paper, leading to an increase in recycling rate from 18.4% to an impressive 46.8% within a year!

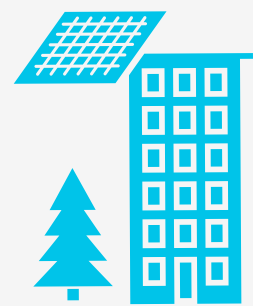


Always improving: Energy Management



Since FY 20/21 we have reduced our energy consumption by 16%!

7 AFFORDABLE AND CLEAN ENERGY



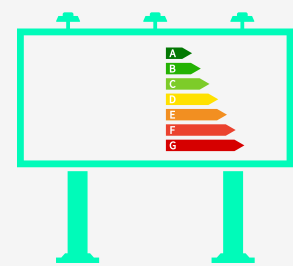
Retrofitting energy efficient building lighting

As lightbulbs come to the end of their life, we replace old bulbs with new, energy efficient LEDs across our offices and warehouses. Already, all our offices and Enfield, Birmingham and Manchester warehouses use LED lighting.



Improving technology on our partners' estate

The new D6 units recently installed on our rail partners' sites (or estates) are 23% more energy efficient than the old models. Digital escalator panels on the London Underground have also been replaced with improved screen technology to increase energy efficiency by 65%.



Energy use on our outdoor managed estate

We are installing next generation, energy efficient screens across our estate. On top of this, we have a dimming protocol on our digital displays to adjust brightness according to time of day and seasonal daylight changes.



Behavioural nudging

A key element of our energy management system is to prompt employees to play their role. For example, where there are no automatic lights installed, labels have been added next to light switches to encourage employees to turn off lights.

Employee Engagement

A crucial aspect of any sustainability journey is taking your peers on the journey with you. We have many initiatives to engage Globallers in environmental sustainability:

- **Sustainability Essentials for Business course is offered to employees and is designed to educate them about climate change**
- **Green@Global quarterly newsletters are posted on our internal bulletin platform to share and inspire environmental good news stories**
- **A workplace group has been set up to encourage employees to share ideas around sustainable best practice**
- **An employee-led committee has been created to boost awareness through hosting events and encouraging environmentally sustainable employee behaviours**





Supplier Engagement



To meet our Scope 3 emissions reduction targets, we must engage suppliers throughout our supply chain. Working with businesses that share our ambitions to reduce environmental impact is imperative.

In 2023, Global started partnering with Alcumus Safe Supplier to aid our supplier vetting process. The verification assesses the following areas:

- **Responsibility for environmental management within the organisation**
- **ISO 14001 accreditation**
- **Environmental Policies and Procedures (materials, waste, air quality, carbon reduction, water management)**
- **Environmental Impact Assessment**
- **Environmental enforcement action or prosecutions**
- **Environmental permits and waste management licenses**
- **SECR compliance**
- **Carbon reduction plans**
- **Carbon emissions data for the product/service**

A platform for good

While we're working hard to improve our environmental credentials, we know the biggest changes can't happen overnight. So, one way we continue to have an ongoing, wide-reaching impact is by using our platforms to engage people well beyond our business.

Climate Change in current affairs

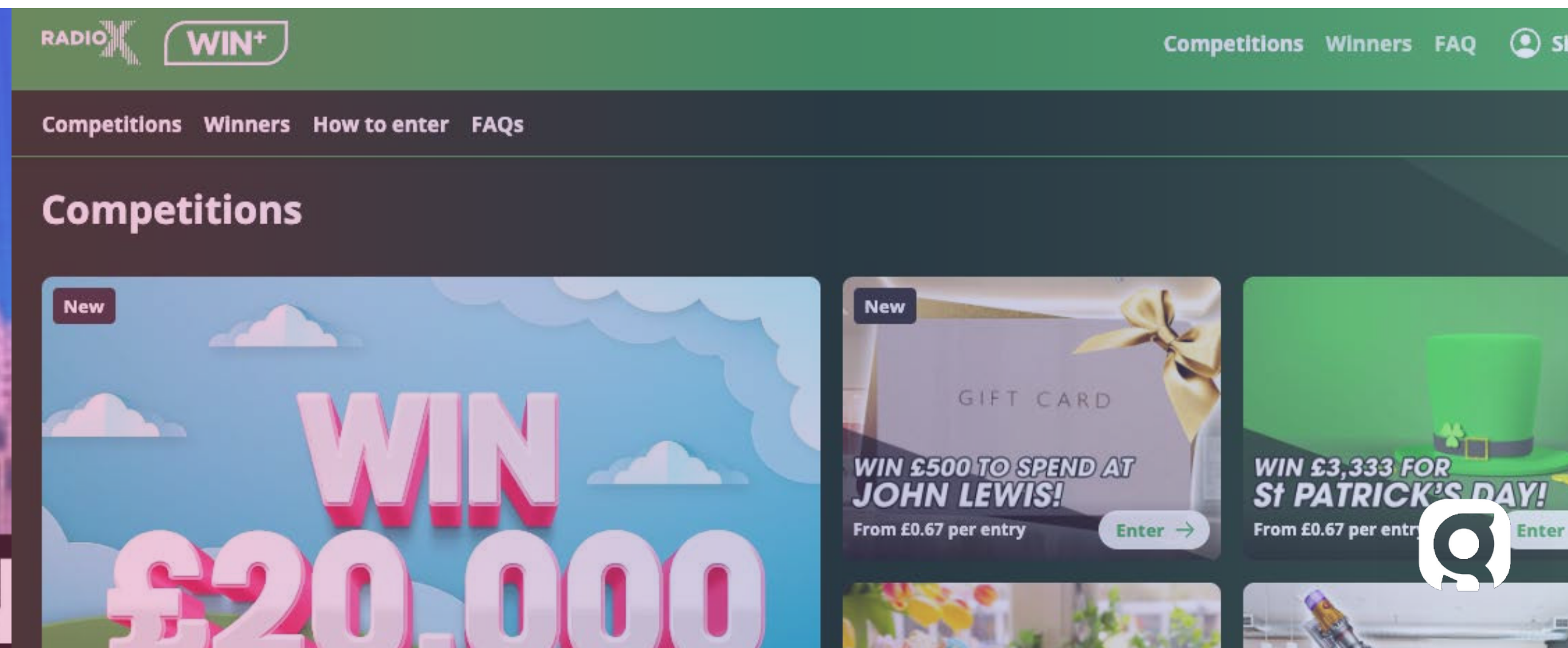
Climate Change is frequently discussed on LBC, the UK's largest commercial news and talk station, and we report on climate-related current affairs on our website.

Sponsors who share our vision

Some of the key sponsors of our radio shows have sustainability at their heart. For example, eBay, promoting pre-loved fashion, and Trainline promoting more sustainable transport.

Green Wins!

We even think of the planet when planning our giveaways on air. We book electric vehicles when prizes involve travel, we select hotels based on their sustainability credentials, and send e-gifts instead of physical literature in the post. These little things add up to make a difference!



Giving Back



Outdoor advertising directly supports services and infrastructure valued by the public. Outdoor media owners have invested £1.1bn into installing and maintaining public infrastructure over the last 14 years, such as free telecommunication services and street level air pollution monitoring.

Lots of Global's outdoor advertising is on public transport networks. As transport networks adapt to a low carbon future, advertising revenue is utilised to invest in low emission vehicles and upgrading transport infrastructure across the country.

46% of outdoor advertising revenue goes back into the UK economy.

10p of every £1 spent on outdoor advertising is invested into maintenance of public services.

Public transport is **becoming even greener thanks to revenue** from advertising.

11 SUSTAINABLE CITIES AND COMMUNITIES



We work with partners to share how Outdoor advertising gives back.

Outsmart - The Giving Back Story, please [click here](#) >>>>>>

TfL's Giving Back Report, please [click here](#) >>>>>>



Our Awards and Accreditations



Closing Statement

We take pride in our accomplishments to date but recognise that there's still progress needed, both within our business and across the wider industry.

The collective efforts of our entire team have been instrumental in our achievements this year, underscoring everyone's ongoing role in our sustainability commitment.

Collaborating with stakeholders, we're dedicated to propelling industry-wide change for a healthier planet and environment, benefiting not only our planet now, but generations into the future too.



green @ global

Further Reading:

For our 2021/22 report, please [click here](#) >>>>>

For latest Global Goodness report, please [click here](#) >>>>>



Appendix: Glossary



- **Carbon Dioxide Equivalent (CO2e)** - Carbon Dioxide Equivalent (CO2e) is a standard unit used to measure and express the total global warming potential of various greenhouse gases by equating them to the amount of carbon dioxide that would create an equivalent atmospheric warming effect over a specified timeframe, typically over 100 years.
- **Greenhouse Gas (GHG) Emissions** - Greenhouse Gas (GHG) Emissions are gases, such as carbon dioxide, methane, and nitrous oxide, released into the atmosphere, trapping heat and contributing to the greenhouse effect, which leads to global warming and climate change.
- **Greenhouse Gas Protocol** - The Greenhouse Gas Protocol is a widely used international accounting tool developed by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD), providing guidance and standards for companies and organisations to measure, manage, and report their greenhouse gas emissions.

- **ISO 14001** - ISO 14001 is an internationally recognised standard that sets out the criteria for an environmental management system (EMS). It provides a framework for organisations to manage their environmental responsibilities effectively, helping them minimise their environmental impact and improve sustainability practices.
- **ISO 50001** - ISO 50001 is an international standard that specifies the requirements for establishing, implementing, maintaining, and improving an Energy Management System. It assists organisations in managing energy performance, improving energy efficiency, reducing energy costs, and enhancing sustainability by establishing a systematic approach to energy management.
- **Renewable Electricity** - Renewable electricity is electrical energy generated from sustainable sources like wind, solar, hydroelectric, geothermal, and biomass, which are naturally replenished. Renewable Energy Guarantees of Origin (REGOs) are certificates verifying the renewable origin of the electricity, providing transparency and assurance about the source of the energy supplied.

Appendix:

Glossary



- **Net Zero** - Net Zero refers to achieving a balance between the amount of greenhouse gases produced and removed from the atmosphere, typically by reducing emissions and offsetting remaining emissions through practices like carbon removal or investment in projects that absorb or mitigate emissions, resulting in no additional emissions being added to the atmosphere.
- **Scope 1** - Scope 1 emissions are direct greenhouse gas emissions from sources owned or controlled by an organisation, including emissions from fuel combustion in equipment and industrial processes within its operational boundaries.
- **Scope 2** - Scope 2 emissions refer to indirect greenhouse gas emissions resulting from the generation of purchased electricity, heat, or steam consumed by an organisation. These emissions occur outside an organisation's direct operational control but are associated with the energy they purchase and use.

- **Scope 3** - Scope 3 emissions cover indirect greenhouse gas emissions that result from an organisation's activities but occur from sources not owned or directly controlled by that organisation. These emissions often arise from the entire value chain, including the supply chain, employee commuting, business travel, waste disposal, and other activities related to the organisation but beyond its immediate control.
- **Waste Electrical and Electronic Equipment (WEEE) Recycling** - Waste Electrical and Electronic Equipment (WEEE) recycling involves the process of collecting, dismantling, reusing, and recycling electronic devices at the end of their life cycle. It aims to recover valuable materials and components from discarded electronics while ensuring proper disposal of hazardous substances, contributing to resource conservation and reducing environmental impact.

global
Making everyone's day brighter



green @ global