

# Global Outdoor's Carbon Reduction Plan

**Supplier Name:**

Global Outdoor Media Holdings Limited  
Global Outdoor Media Limited  
Primesight Limited

**Publication date:**

29th November 2024

**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, commuting)), and the UN Race to Zero, committing to reaching Net Zero emissions across remaining Scope 3 categories by 2050.

## Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and are the reference point against which emissions reduction can be measured.

### Baseline Year: Financial Year 2022 - 2023

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*:	2007.5 tCO2e	Cat 6:	Business Travel
Total Emissions:	4812.9 tCO2e	Cat 7:	Employee Commuting
		Cat 9:	Downstream Transport and Distribution

Financial year 2022-2023 was the first year Global Outdoor expanded the Scope 3 categories we measure, and so will serve as our baseline footprint for this Carbon Reduction Plan.

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

## Current Emissions Reporting

Financial Year 2023-2024		
Emissions	TOTAL (tCO2e)	% Change from last year
Scope 1:	304.2	-5.97%
Scope 2 (location-based):	2512.8	+1.25%
Scope 3*:	1969.5	-1.89%
<b>Total Emissions:</b>	<b>4786.5</b>	<b>-0.55%</b>

*Scope 3 emissions included:	
Cat 4:	Upstream Transport and Distribution
Cat 5:	Waste Generated in Operations
Cat 6:	Business Travel
Cat 7:	Employee Commuting
Cat 9:	Downstream Transport and Distribution

## Emissions Reduction Targets

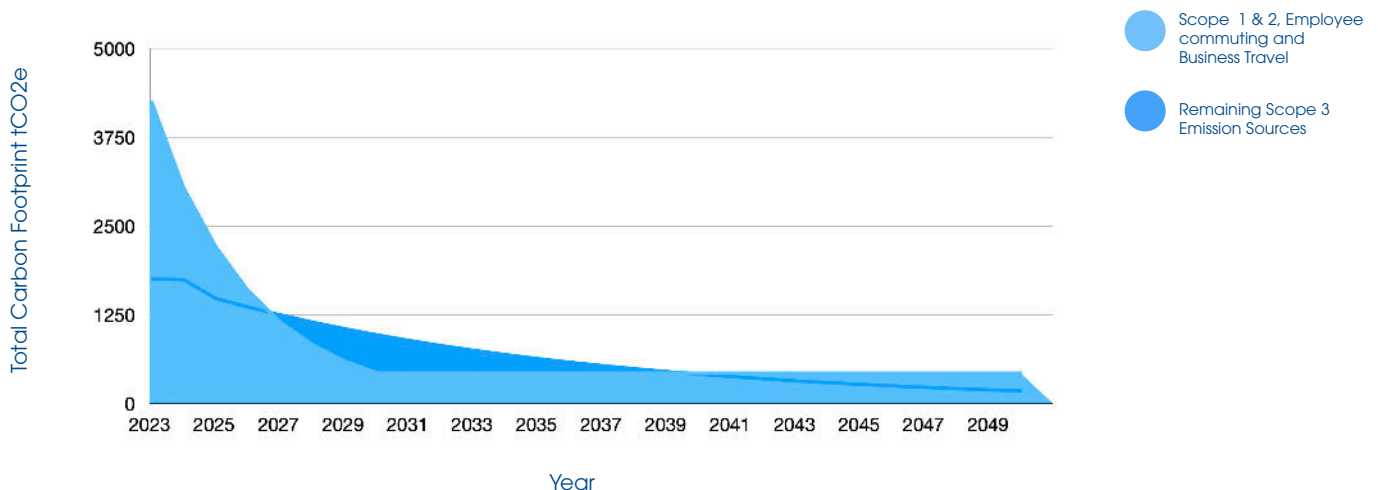
To continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets. Global Outdoor is committed to achieving Net Zero emissions by 2050. As signatories to Ad Net Zero, Global Outdoor has also committed to making a minimum 90% reduction in its operational emissions, including Scopes 1 and 2, Business Travel, 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

The following environmental management measures and projects have been completed or implemented since the FY 2022-2023 baseline to date. Some highlights are outlined below:

- The launch of our Outdoor Sustainability Initiative has greatly increased our recycling rate, meaning we send less to energy-from-waste facilities, resulting in a 23.2% carbon reduction in energy from waste compared with FY 22/23
- A combination of warmer weather and improving HVAC systems resulted in an 8.3% carbon emission reduction from natural gas (Scope 1) from FY 22/23.
- Reductions were also observed across air travel (44.9% carbon reduction compared with FY 22/23) which may be due to the implementation of a new travel booking systems which integrates carbon emissions and encourages employees to book more sustainable travel.
- A shift to paperless across our warehouse operations has also resulted in a carbon reduction of 36.1% regarding paper consumption.

Some carbon reduction initiatives have been ongoing for several years, whereas some are new additions. A full list is summarised in the table below. Please see our Environmental Impact Report for more information.

The below table was included in our Carbon Reduction Plan for FY 2022-2023, aiming to outline planned initiatives for the year ahead. Global Outdoor have made significant progress on many of the below aspects, which can be seen in the last column.

In the future we hope to implement further measures as outlined below. Actions relating to Global Group and remaining Scope 3 categories are outlined in The Global Group's Net Zero Action Plan.

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
<b>Energy Efficiency (Scopes 1 and 2)</b>	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	Ongoing
	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	Ongoing
	Global Outdoor will continue to investigate ways to reduce energy consumption of their managed outdoor estate.	Operations, Environmental team	Ongoing throughout	Moderate	Moderate	3	Ongoing
	Global Outdoor will develop an energy efficiency strategy for each premises.	Operations, Environmental team	Latest by 2024	No cost	Moderate	3	Not started

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
<b>Fuel Switching (Scopes 1 and 2)</b>	Global Outdoor will increase the number of electric vans by five times, from the current 2 to 10 vans.	Operations, Environmental team	Latest by 2024	High	High	3	Completed
	Global Outdoor will research and calculate return on investment for on-site green energy generation on owned buildings.	Operations, Environmental team	Latest by 2050	High	High	3	Not started
	Global Outdoor will investigate switching out high-emitting refrigerants for natural refrigerants where possible across all sites.	Operations, Environmental team	Latest by 2030	High	High	3	Not started
	Global Outdoor plans to completely electrify their fleet, eliminating diesel and petrol vehicles.	Operations, Finance, Environmental team	Latest by 2030	High	High	3	In Progress
	Global Outdoor will consider offering employee salary sacrifice schemes to incentivise those using personal vehicles for business to purchase electric vehicles.	Workspace, Environmental team	Latest by 2030	High	High	3	Ongoing
	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, Environmental team	Latest by 2050	High	Moderate	3	Not started

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
<b>Waste Generated in Operations (Category 5)</b>	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 2025	Moderate	Moderate	4	Not started
	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	Completed
	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	Ongoing
	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	Completed

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
<b>Business Travel (Category 6)</b>	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	Not started
	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	Completed

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
<b>Employee Commuting (Category 7)</b>	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	2	Completed
	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	4	Completed
	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		Completed
	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	In Progress

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
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	In Progress
	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	Ongoing
	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	Ongoing
	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	Not started

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



## Declaration and Sign Off

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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 Global Outdoor Media Holdings Limited**

*ben porter*  
ben.porter (Nov 28, 2024 16:29 GMT)

**Ben Porter, Chief Financial Officer**

**Date: 28/11/2024**

<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>