



# Environmental Impact Report

2023 - 24



green @ global

Human nature needs nature

Book an off-grid cabin today

Unyoked



# A message from <sup>3</sup> 236 Stephen Miron, Group CEO

It's been another incredible year at Global for advancing our sustainability initiatives, and we're excited to share our Environmental Impact Report for the year 2023/24.

This year saw the launch of our Outdoor Sustainability Initiative, to propel our Scope 3 decarbonisation when it comes to the Outdoor side of our business.

Across our radio stations, we continue to work with brands leading in environmental messaging and hosting important discussions around climate change on our news platforms.

The following pages show how Global are playing our part in the fight against climate change.

We thank our partners, suppliers, and audiences for joining us on our journey to a more sustainable future.

# Contents

- 1. Introduction**
- 2. Putting numbers to progress**
- 3. Highlights from the past year**
- 4. Global international**
- 5. Industry collaboration**



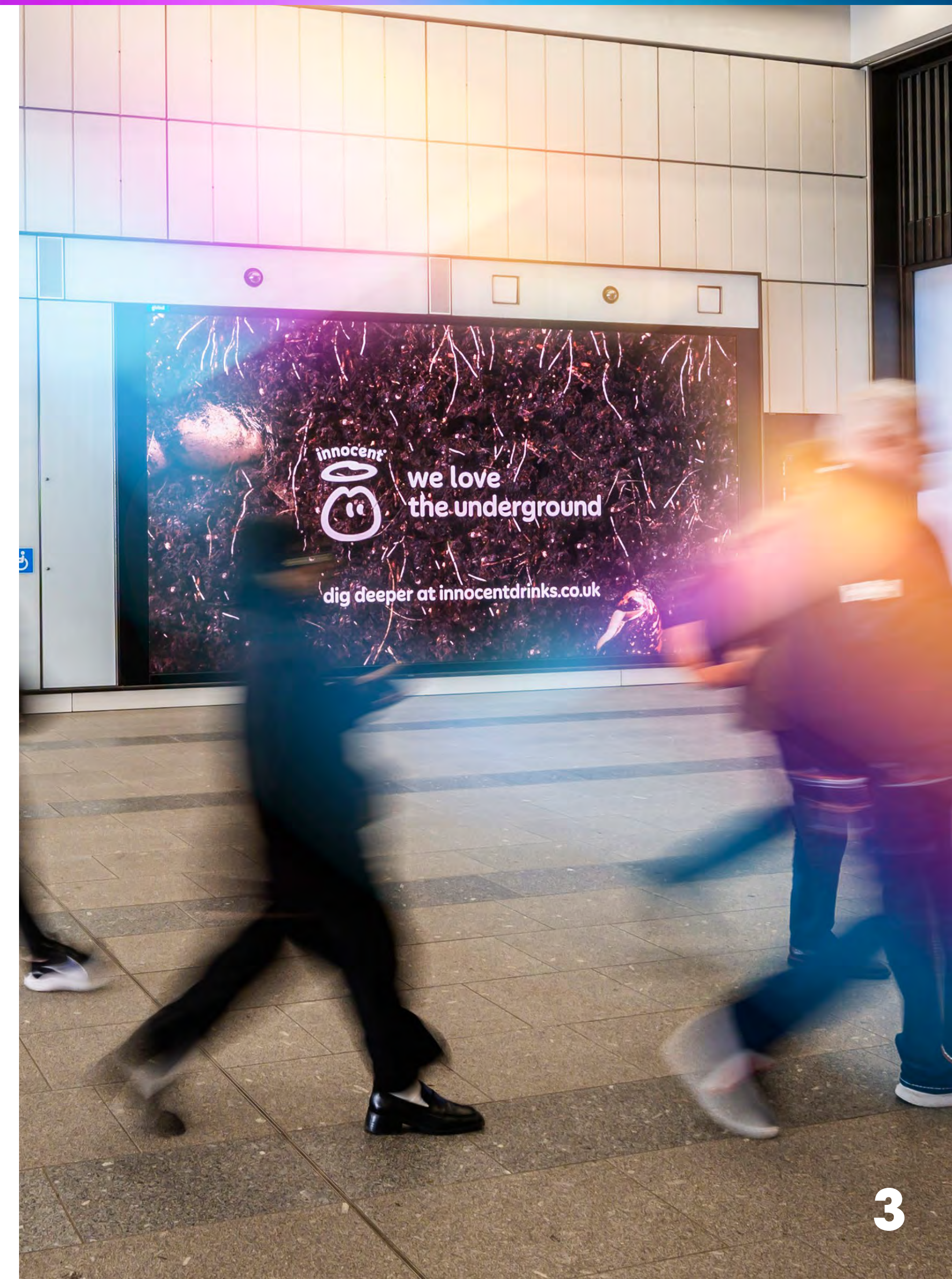
# A snapshot of goals and progress

## Our Ongoing Goals

- Reach net zero emissions across our operations (Scopes 1 & 2, business travel, employee commuting) by 2030.
- Reach net zero emissions across the remaining Scope 3 categories by 2050.
- Zero waste to landfill.
- Increase employee engagement with climate related matters.
- Use our platform as a force for good when it comes to environmental messaging.
- A circular economy model for our products: 100% recycling rate, utilise recycled content.

## Our Progress this year

- 18% reduction in our carbon footprint across Scope 1.
- Increased our recycling rate from 48% in March 2023 to 85% in March 2024.
- Continued to achieve zero waste to landfill.
- Continue to invest in research and development to reduce the environmental impact of our advertising products.
- Added another Green Apple Award to our collection.
- Expanded the categories we measure for our carbon footprint.





# Driving positive environmental change is a pillar of Global Goodness

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

Driving positive environmental change is one of our core Global 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 future generations.

Read more about Global Goodness [here](#).

## Changing lives across the UK



Explore how Global's Make Some Noise has changed thousands of lives across the UK through small charities.

## Delivering media for good



A look at the power of partnerships with Global, including the collaborations and award-winning campaigns that have delivered results this year.

## Investing in bright young minds



How we're cultivating talent and shaping tomorrow's media industry through the Global Academy and our talent development initiatives.

## Creating a place where we all belong



All the ways we're championing diversity, equity and inclusion, supporting mental health and building a culture where every Globaller feels empowered.

## Driving positive environmental change



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



# 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.

**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 Climate Action
- 14 Life Below Water
- 15 Life on Land





# Reducing emissions year on year

**We are Planet Mark Certified**

Business

66,206.4 tCO<sub>2</sub>e  
Measured carbon emissions

34.0 tCO<sub>2</sub>e  
Measured carbon emissions per-employee

69,561.3 tCO<sub>2</sub>e  
Measured carbon emissions

Global Media Group Services has achieved Planet Business Certification by reducing Scope 1 and 2 emissions (market-based) by 32.1% compared to the previous reporting period.

Included with this measurement remit:

- Scope 1: Fleet, natural gas, refrigerants, diesel
- Scope 2: Electricity, EVs
- Scope 3:
  - Cat. 1: Purchased goods and services
  - Cat. 2: Capital goods
  - Cat. 3: Fuel and energy related
  - Cat. 4: Upstream transportation and distribution
  - Cat. 5: Waste
  - Cat. 6: Business Travel
  - Cat. 7: Employee commuting
  - Cat. 9: Downstream transportation and distribution
  - Cat. 12: End-of-life treatment of sold products

You have been measuring with Planet Mark for 3 years

Reporting Boundary: UK Operations including 24 sites

Reporting Period: 01 April 2023 - 31 March 2024

The Planet Mark measurement methodology is fully aligned to Greenhouse Gas (GHG) Protocol and all data is reviewed with evidence provided by Global Media Group Services.

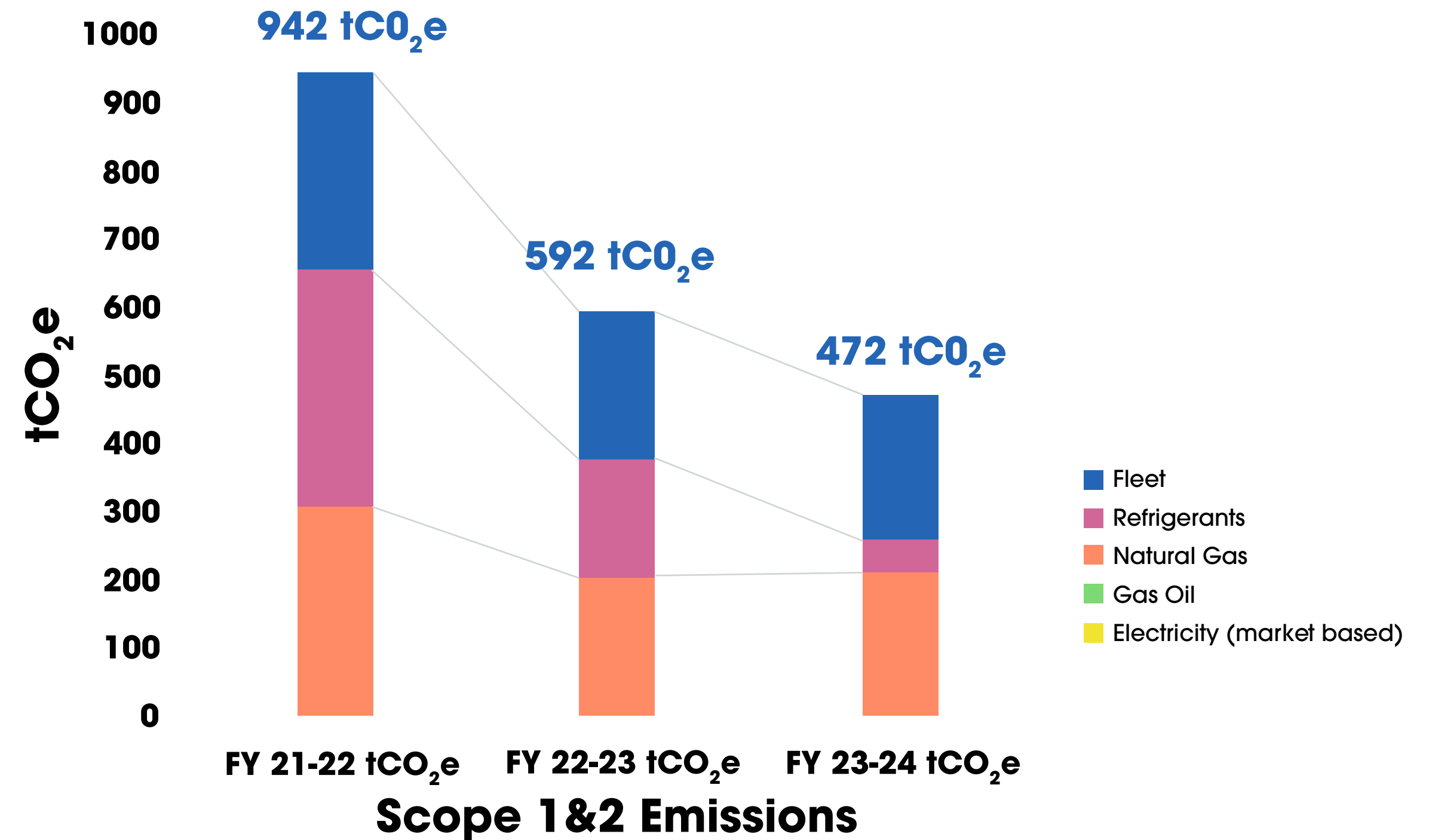
To retain Planet Mark Certification members must demonstrate continuous improvement in line with the Planet Mark Certification Scheme Rules.

Empowering Zero planetmark.com

We are proud to say that this is our third year we have been Planet Mark Certified, by **reducing Scope 1 and 2 emissions (market-based) by 32.1%** compared to the previous reporting period.

Planet Mark provides third-party verification of our progress and holds us accountable by requiring us to reduce our carbon emissions in order to re-certify.

**32.1% ↓**



We are committed to reducing energy consumption, as we continue to procure 100% renewable electricity.

Compared with FY 21/22, we have reduced our Scope 1&2 emissions (market based) by 49.8%.



# 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.

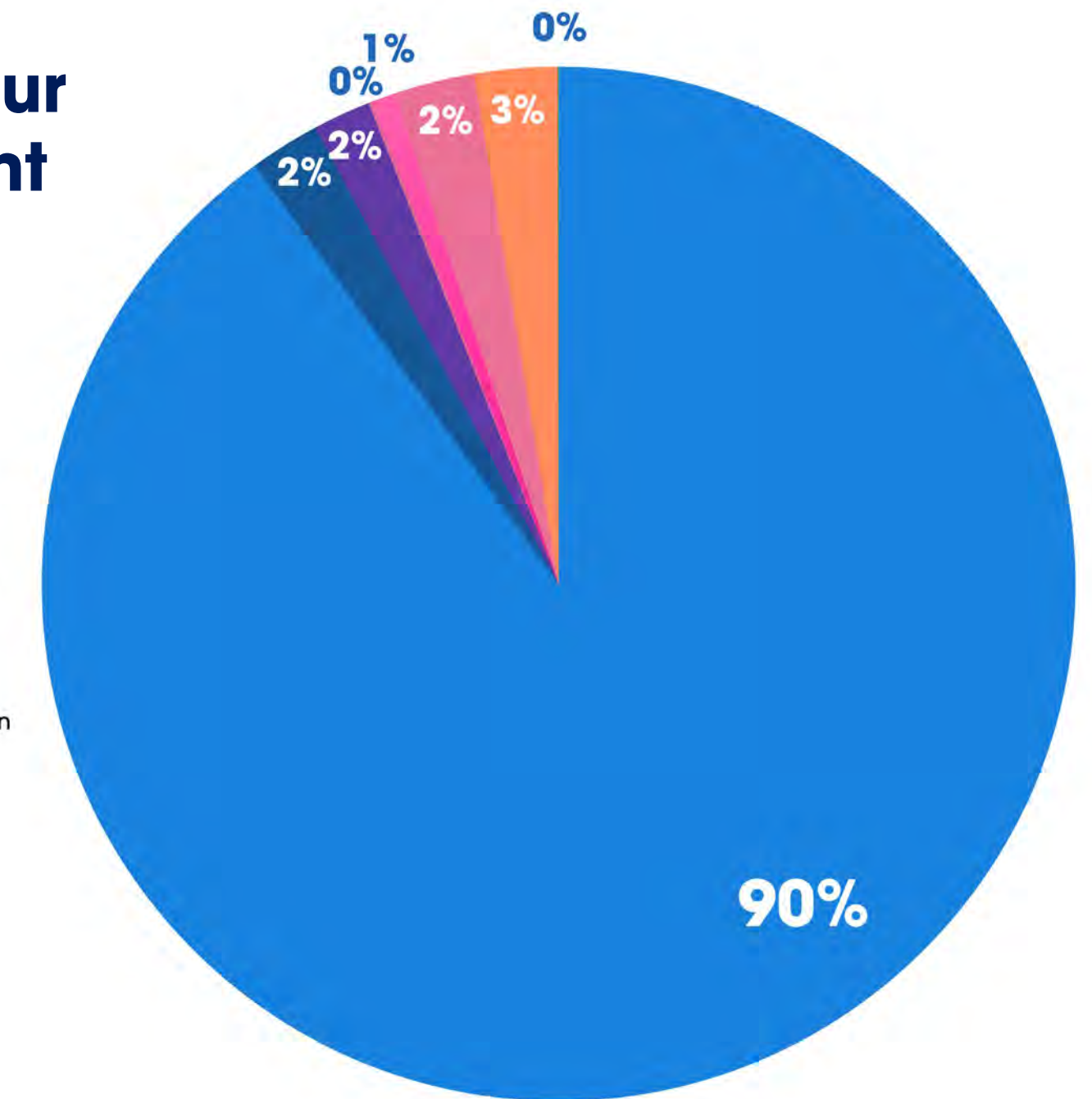
Our carbon reduction targets are as follows:

Net Zero across Scopes 1&2, business travel and employee commuting by 2030 from a FY 2022/23 baseline.

Net Zero across remaining Scope 3 categories by 2050 from a FY 22/23 baseline\*.

## Breakdown of our Carbon Footprint

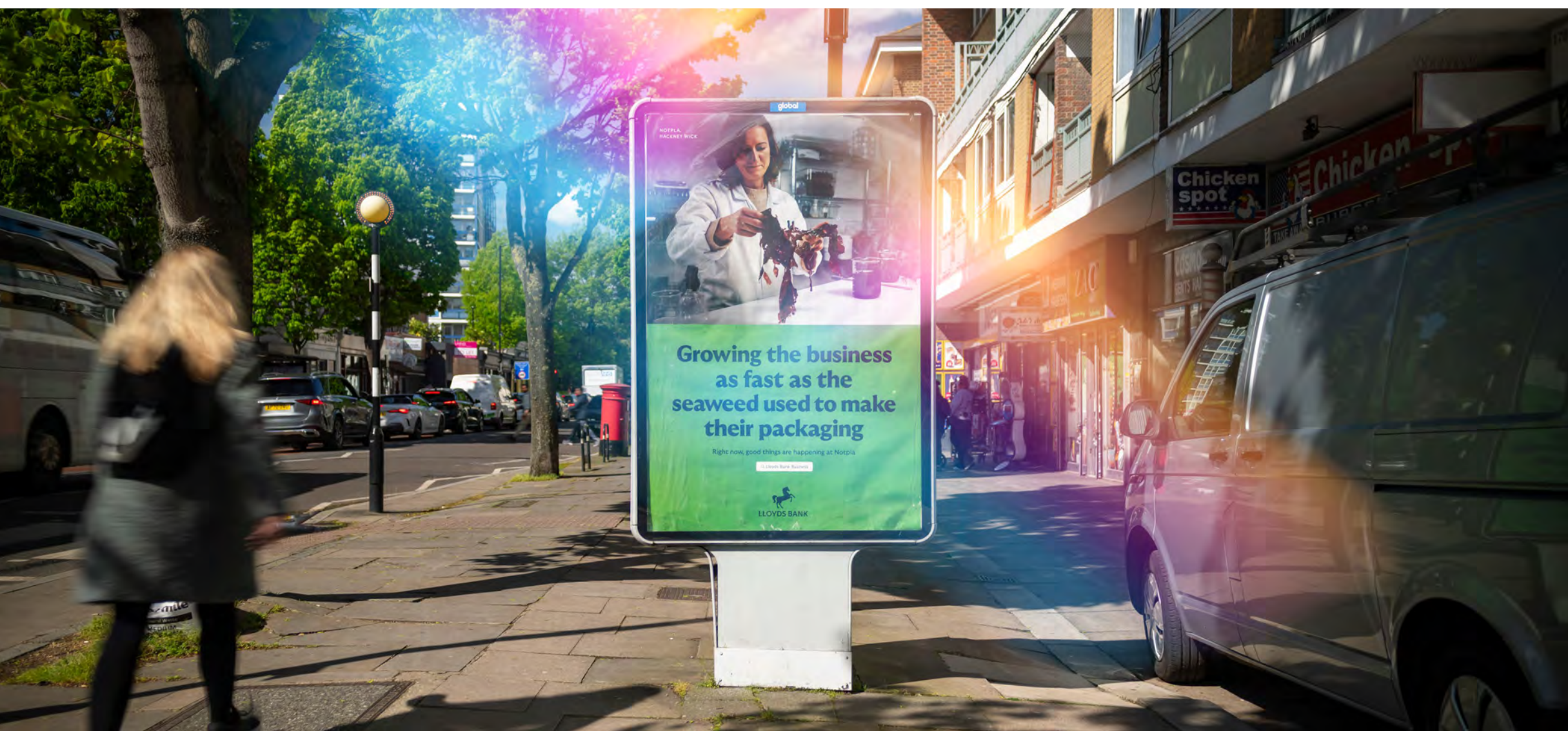
- 1. Purchased goods and services
- 2. Capital goods
- 3. Fuel and energy related activities
- 4. Upstream transportation and distribution
- 5. Waste
- 6. Business travel
- 7. Employee commuting
- 9. Downstream transportation and distribution
- 12. End-of-life treatment of sold products



A key strategy of our Net Zero plan is to improve the data we use.

This year, we have further built out our Scope 3 emissions as data quality and availability has improved. **Overall, there has been a 4.8% reduction across all scopes and categories compared with FY 22/23 (our Net Zero target baseline year).**

\*We have recalculated our baseline Scope 3 carbon footprint to include more data.





# 2023-24 in numbers...

**100%**

renewable electricity procured for our offices, warehouses, and managed estate

**100%**

of our waste avoids landfill (since 2015)

**18%**

scope 1 (direct) emissions reduction

**3%**

reduction in carbon intensity of energy compared with last year

**1**

Green Apple Award (total of 6 Green Apple Awards)

**99%**

of radio transmitters are powered by renewable electricity

**18%**

of our fleet are hybrid or electric

**4.8%**

total carbon footprint reduction

**30,000m<sup>2</sup>**

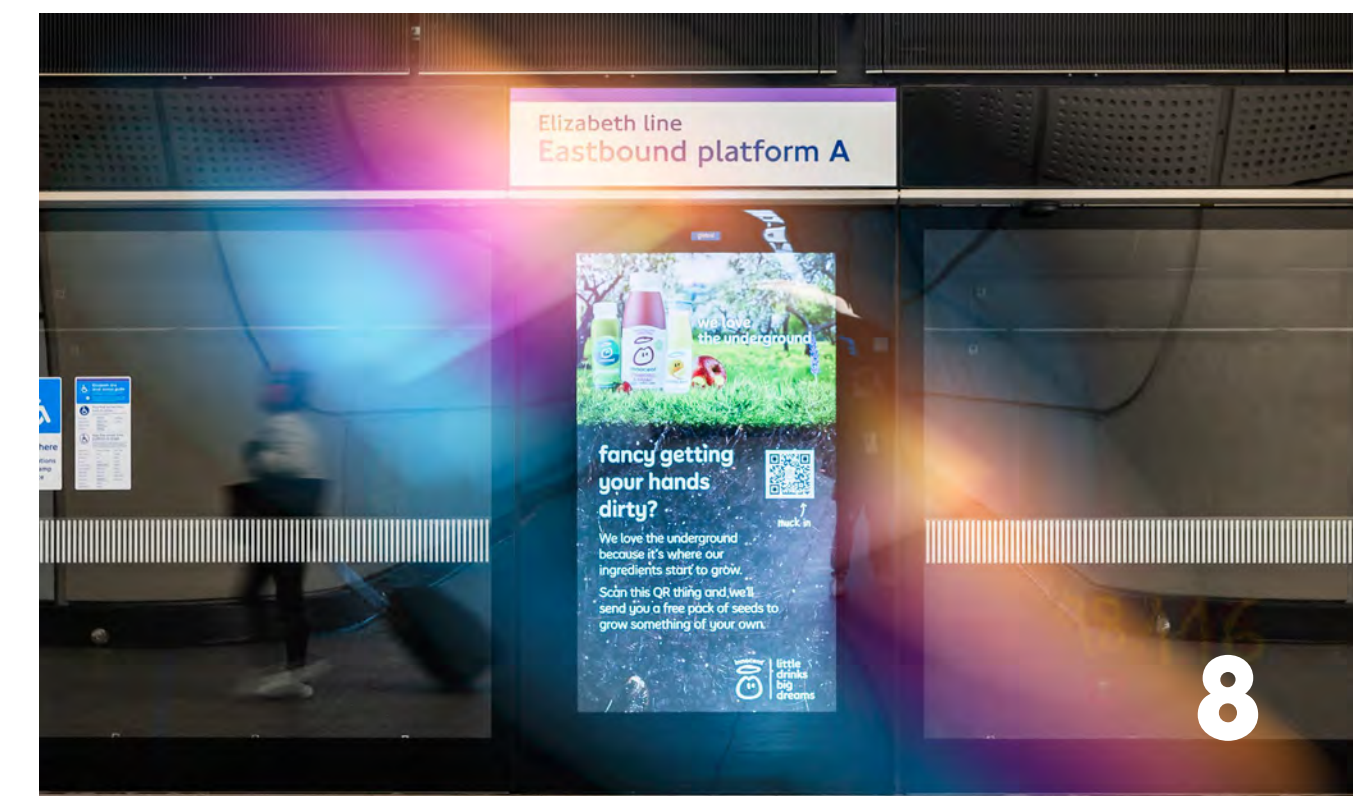
of green space responsibly gardened

**77%**

increase in recycling rate across our warehouses

**5**

additional outdoor advertising materials made recyclable





# Circular Economy

**Global recognise the importance of circular economy to reduce reliance on the Earth's finite resources.**

We are doing our bit across our Outdoor product offerings by investing in continuous research and development of our products and working with our waste management supplier to test recyclability of different materials. This is a key element of our Outdoor Sustainability Initiative, launched in September 2023.

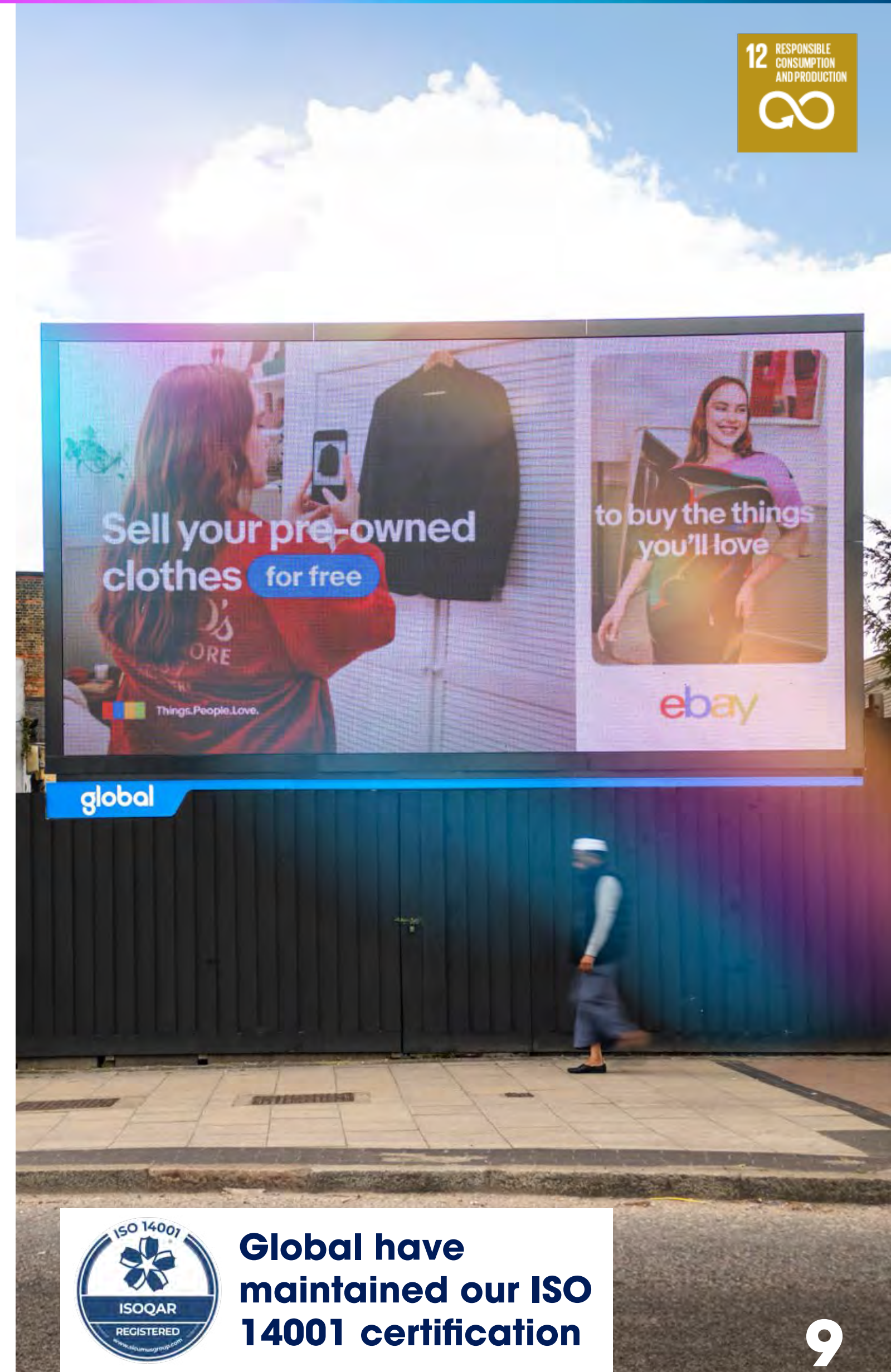
- 1.** Our bus boards now contain recycled content and are closed-loop recyclable at end of life
- 2.** Our dry-posted paper used on the London Underground is recyclable at end of life
- 3.** Our tube and escalator panels are recyclable at end of life
- 4.** Our 'Eco-cycle' paper used for the London Underground contains recycled content and is recyclable at end of life
- 5.** Our 48-sheet poster skin material contains post-consumer recycled content and is recyclable at end of life

**We have increased our recycling rate from our warehouses from 48% in March 2023 to 85% in March 2024!**

**Zero waste to landfill since 2015**

**Caring for our digital assets and waste from digital products, or e-waste, will be an increasingly worrying issue for society to deal with. Global are playing our part by:**

- Optimising our maintenance regime for our digital advertising displays, elongating their life span by up to 10 years
- Our manufacturers have trained our maintenance team to make repairs in the UK, saving shipping emissions
- Global buy displays which are modular, meaning units are easy to repair, avoiding 90% of emissions associated with whole unit replacement
- Working with UK-based e-waste services to process any broken or obsolete parts



**Global have maintained our ISO 14001 certification**



# Energy Management

Since FY 21/22 our overall energy consumption has only increased by 3.38%, but we have reduced the carbon intensity of our energy by 3%!

**Did you know** that our digital displays are generally run at 60-70% brightness, to optimise their lifespan and conserve energy. They are turned down to 0% brightness between midnight and 6am to further save energy.

### But its not just the Outdoor side of the business...

Global is switching off AM broadcast transmitters in favour of investment in DAB+, which is more energy efficient. We continue to adopt virtualisation and cloud computing technology, to reduce the number of physical servers in our IT infrastructure.



**Global Outdoor have maintained our ISO 50001 certification**



# Global's Outdoor Sustainability Initiative

Global's Outdoor Sustainability Initiative (OSI) was launched in September 2023 to make advertising printing, posting, and end-of-life processes as green as possible, driving change across the Outdoor advertising industry.

The OSI is a key part of Global's Net Zero Strategy.

Scope 3 emissions make up the majority of our carbon footprint, meaning one of our biggest challenges is developing sustainable products. This can only be achieved through supplier engagement and investment in market-leading research and development projects.



# OSI: Successes to date

**Taking responsibility of our supply chain:** to tackle our Scope 3 emissions, and increase recycling rates, we needed to know what was in the products we were using. This is why we now only receive print from two suppliers: one for paper-based products and one for vinyl. This gives us full oversight of substrate content and means we can work closer on R&D with these two partners.

**Product research & development:** monthly meetings have maintained momentum on projects like our circular economy plan. This plan aims to have a 100% recycling or reuse rate for our outdoor products by 2030. Since launching the OSI, our recycling rate has risen from 42% in October 2023 to 85% in March 2024. We have also found recycling solutions for three materials which weren't previously recyclable and increased recycled content in three different products. Our bus boards are even recycled back into new bus boards!

**Technology:** tech-enabled efficiencies have led to fewer copy mistakes (resulting in less material wastage and fewer journeys to transport re-printed versions), a smoother booking process, and a new plan to show carbon footprint figures for materials.

**Digital estate:** we assess the full life cost of carbon across our assets. This means we procure higher quality assets, if slightly more expensive, that will last longer than cheaper alternatives. Our suppliers have trained our maintenance partners which has created an optimised repairs/maintenance regime that can extend the life of an asset by 10-12 years. We have also calculated the carbon footprint of a suite of our digital displays by working with our suppliers and the carbon accounting consultancy Life Cycle Engineering.

**Repair over replace:** our maintenance partners have a repairs shop in London. Where we procure well, we ensure the displays are modular by design so we can simply replace single broken parts (this helps us avoid 94% of emissions associated with full-unit replacement). All dysfunctional parts are then sent back to our manufacturer where they can sometimes restore them or send to a specialist WEEE/metal recycling facility which processes e-waste in the UK. This avoids problematic 'e-waste colonialism'.



# Greener advertising for greener buses



In September 2023, Global launched our new approach to creating greener bus board advertising for greener bus fleets...

## Before

Bus boards comprised a fluted polypropylene board with a non-recyclable vinyl layer that posed environmental challenges – we could not find a recycling solution for vinyl in the market.



## Now

Our boards are printed onto directly. Which removes the non-recyclable vinyl layer, and its backing paper, eliminating two waste streams. At end of life, boards can be chipped and recycled back into polypropylene products - including back into our own bus boards - achieving a 19% carbon reduction for T-sides and supersides, and a 61.7% carbon reduction for Lower Rears and Streetliners.

Bus advertising revenue contributes to keeping fares low and services running, as well as electrifying fleets across the country.

Global are responsible for most bus advertising across the UK. As bus fleets transition to hybrid and electric, it seems only right that Global match these efforts with state-of-the-art bus board advertising innovation.

Notably, any recycled polypropylene not meeting quality standards will be repurposed in industries such as construction, ensuring a zero-waste approach.





# Another Green Apple Award!

Building from our 2022 Green Apple Award, Global have gone a step further to reduce waste and lower emissions through our live music events.

The Events and Video teams were awarded Global's sixth Green Apple Award for Environmental Best Practice, showcasing our commitment to sustainability in operations and events, such as the Capital Summertime Ball.

A multitude of sustainable practices are rolled out in all our live events, such as banning single-use plastics, using rechargeable batteries, offering attendees choices when it comes to low-carbon foods, reducing paper consumption, and optimising travel to cut down on transport emissions.

Through all of this, and by offsetting unavoidable carbon emissions, we achieve Albert Certifications for sustainable production practices.

The following live event productions have also been Albert Certified: Capital Summertime and Jingle Bell Balls, Classic FM Live, Classic FM Rising Stars. Since we won this award, Global have made a further 10% improvement in our Albert score for the Summertime Ball.



albert  
sustainable  
production  
certification





# Green Video Production

Global partners with Albert, a leading sustainability initiative for the TV and film industry, to ensure that video coverage of our fabulous music events adheres to high sustainability standards. By following Albert's guidelines, Global tracks and improves sustainability efforts and certifies greener productions.

## Below are some of our wins from the last year...

- **Communication & Engagement:** Achieved 100% in this area by promoting sustainability through discussions and responsible communication.
- **Energy & Materials:** Shifted to 100% renewable energy, enforced strict recycling policies, and minimised single-use plastics.
- **Travel:** Promoted public transport and eco-friendly accommodations for event staff.
- **Training:** Albert training provided for team members to enhance their understanding of sustainable practices.
- **Sustainability Promotion:** Sustainable messages were integrated into event guides and crew communications.
- **Catering:** Progress made towards offering more plant-based meal options.





# Employee Engagement

Global's 'intranet' allows employees to share information and raise awareness about issues important to them. Our Green@Global committee post regularly, and encourage other Globallers to share their stories, tips, and tricks when it comes to leading a more sustainable life both in the office, and at home.

## Meet our Green @ Global Committee



Jason Cotterrell



Sophie Taylor



Martina Dzhulieva



Michelle Gammon



Katrina Ridley



Lindsey Alder



Rachel Trister



Bruce Perrett



Rebecca Newman

This employee-led committee works to make everyone's day greener, for a more sustainable future through three key actions:

1. Drive bottom-up environmental sustainability initiatives
2. Serve as the voice of Globallers when it comes to environmental issues and solutions
3. Provide a platform for Globallers with common interests, and to share ways in which we can make our day-to-days greener



# Using our Platforms 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 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.



Global's political coverage continues on The News Agents podcast, where Emily Maitlis, Jon Sopel and Lewis Goodall have discussed the government's green policies and how these have changed throughout their time in power.



Global serves as a platform for brands who are helping to build a net zero economy, where they advertise through our Outdoor and Audio channels. Advertising will play a role in consumer behaviour change as we tackle the climate emergency.





# Prizes: greener wins

**This year, Global have worked to make our on-air giveaways more exciting and more sustainable...**

- Giving more nature-based experiences: offering our listeners the chance to spend more time in nature, whether that's hiking or surfing!
- Fewer prizes involving flights: this year we offered more prizes with train travel to replace flights, such as the Eurostar, or offering exciting staycations to explore new parts of the UK.
- 52% fewer tech bundles were offered in the last year, instead replacing them with experience-based prizes to avoid emissions from technology manufacturing and logistics.
- Offering more stays in 'eco hotels', to support other sustainable businesses, and to provide our winners with unique stays!





# Rewarding Environmentally Responsible Messaging: Innocent awarded Global's Look Ahead Contest

Innocent Drinks won Global's Look Ahead contest with an innovative out-of-home campaign highlighting the importance of soil health, aligning perfectly with our focus on supporting brands that promote responsible messaging.

The campaign, titled "We Love the Underground," was featured across key London Underground stations, showcasing how healthy soil is essential for producing nutritious fruits and vegetables.

Innocent's entry stood out for its engaging blend of education and entertainment, earning praise for its creativity and clear environmental focus.

By choosing Innocent for this prize, we support brands that prioritise sustainability and encourage responsible consumer habits, furthering our mission to elevate impactful, environmentally focused campaigns.



# Biodiversity

- Where Global manage small pockets of land in front of our advertising panels, we work with the local community to transform these spaces into public gardens.
- Engaging our billposting contractors... Launching our 'Mindful Gardening' Campaign, to avoid the use of herbicide, and to report any wildlife sightings to Global so that we can monitor biodiversity on our estate.





# What's the news from our International Team?

## Global Ireland

Global Ireland are Ad Net Zero members and are making great progress on their sustainability journey. Key measures include energy-saving LED displays, reusable bus boards with a 7-year lifespan, and responsible recycling of digital units.





# Global Netherlands

- Some of our bus shelters have living roofs, which encourage pollinators and benefit urban biodiversity.
- Some of our bus shelters have been fitted with solar panels to make them self sufficient!
- All digital displays are supplied with green electricity.
- We only use water to clean our displays, meaning no chemicals are used which could harm the environment.
- We continue to install LED lighting into our displays to maximise energy efficiency.
- In some areas, we have started to use bikes instead of vans when we post our displays.
- We are also scaling up our electric vehicle fleet for posting and maintenance.
- We print our posters on 100% recycled paper, and they are recyclable at end of life, contributing to a circular economy.
- We carry out canal litter picks to remove waste from our city, and to encourage team building!





# Global Spain

- We have used Pureti-coated advertising materials which work to purify the air, contributing to healthier urban environments.
- The inks we use are eco-friendly, and the adhesive used is biodegradable.
- We also think about the smaller things, by introducing reusable tote bags and plastic-free water bottles for our employees and clients.





# Industry Collaboration

## Outdoor Advertising: Low Carbon, Low Power

Global have been a part of industry-wide collaboration when it comes to quantifying our impact on the planet as an industry.

In March 2024, the Low Carbon, Low Power report was produced by KPMG and Outsmart, the industry body for Outdoor Advertising, with several media owners contributing their data.

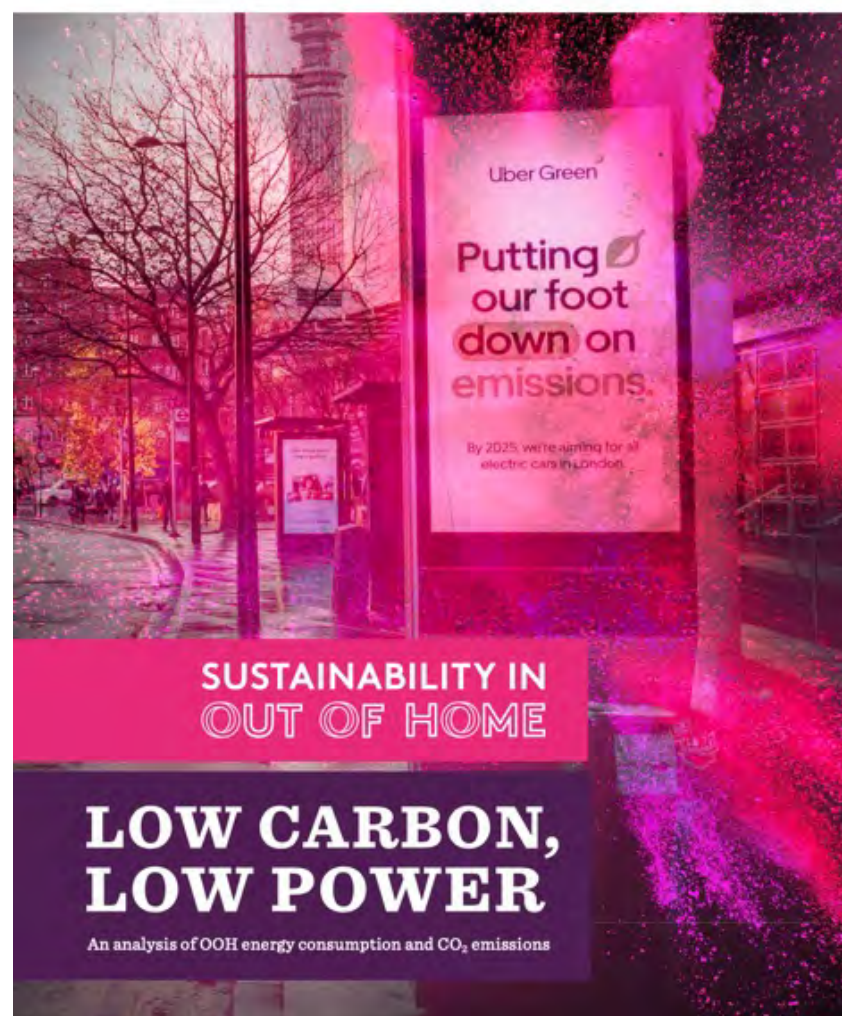
Being a one-to-many media platform, Outdoor Advertising is, by nature, a more sustainable choice when it comes to energy consumption and carbon emissions per impression...

- Per impression, OOH emits less CO<sub>2</sub>e than other media measured
- OOH is 3.3% of advertising power consumption and less than 3.5% of advertising carbon footprint

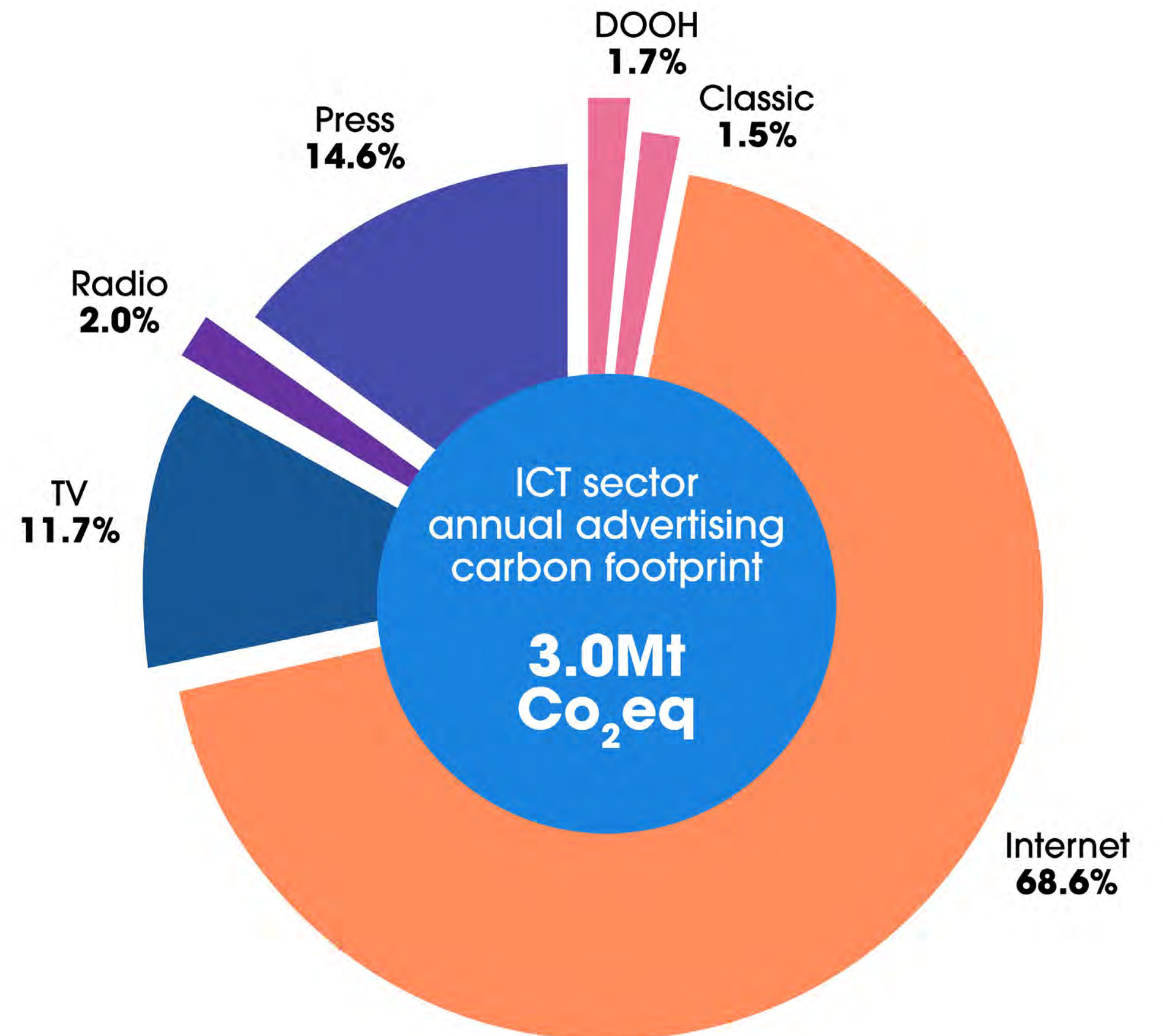
You can read the full report [here](#).

OUTSMART

in association with  
KPMG



**High case advertising carbon footprint of ICT** (incl. Classic and DOOH) in the UK - (% , kt CO<sub>2</sub>eq, 2022)





# Industry Collaboration

## Building a methodology for measuring the carbon footprint of advertising campaigns

Global have been engaged with GARM (the Global Alliance for Responsible Media) and Ad Net Zero, who are working to define an industry-standard methodology for calculating the carbon footprint of Audio and Out-of-Home campaigns.

OOH was launched at Cannes 2024 (outside of the reporting period of this report), whilst the methodology for audio campaigns continues to be work in progress.



## Sharing best practice

Global spoke at the Outsmart Health, Safety and Environment Conference about our waste management programme, and how our strategy is guided by the waste mitigation hierarchy.

We also participated at the Transport for London Zero Harm Conference, where we shared ideas for a greener London.





# Our Awards and Accreditations





# Closing Statement

It's been an exciting year for Global in our journey towards environmental sustainability. We've been focused on making big changes to decarbonise our Outdoor advertising products and operations.

We know that meaningful, long-term change requires both business transformation and collaboration across the industry. We're proud of what we've achieved so far and hope our progress can inspire others.

A huge thank you to all Globallers who are helping to make our business—and the wider industry—a little greener every day!

**[See our Environmental Sustainability Webpage for our past reports.](#)**

**[Global Goodness](#)**



# Appendix: Glossary

**Carbon Dioxide Equivalent (CO<sub>2</sub>e)** - Carbon Dioxide Equivalent (CO<sub>2</sub>e) 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.

**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.

**R&D** - Research and Development

**OOH** - Out of Home

**DOOH** - Digital Out of Home

# global

Making everyone's day brighter

For more information, please email our Environmental  
Initiatives Manager at [sophie.taylor@global.com](mailto:sophie.taylor@global.com)



green @ global