



LET'S DO
NET ZERO
COP26, GLASGOW 2021

SCOTLAND



Departures

Platform	On time	Platform	On time
15:45		12:51	
Edinburgh		Alton	
City of		City of	
City		Birmingham	
City		London	
City		London	
City		London	
City		London	
City		London	
City		London	



green @ global

global

Environmental Impact Report

2020-21



GREEN PLANET

Palace

PLANET

WELCOME



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1.0

A MESSAGE FROM GREEN@GLOBAL

On behalf of Global, we are delighted to share with you our **Environmental Impact Report 2020/21**. The report details our environmental performance for the year and how we plan to implement change at a crucial point in the global climate crisis to make a difference that matters.

The report demonstrates our commitment to **reducing negative environmental impact**, being transparent about what we've achieved and how we are working towards our goals. We have outlined the major areas where we're having the most impact and the **targets** we've set to drive improvements.

This year has been a challenging year for businesses and individuals due to the impact of the COVID-19 pandemic. However, the pandemic has also accelerated many companies towards more environmentally friendly business practices. At Global we have learnt unexpected lessons from the pandemic and are in the process of translating these learnings into developing a **more sustainable operating model**.

Our focus this year has been to **better understand our carbon footprint**. With that in mind, we've carried out an audit of our buildings to identify ways to reduce carbon emissions and develop energy-efficient initiatives and projects. This investigation has helped build a picture of what our wider environmental impact is and how, as a company, we can map out a route to Net Zero.

We are a member of **Ad Net Zero**, an ad industry initiative led by the Advertising Association that was set up in response to the climate crisis caused by CO2 emissions.

Global is part of a proactive campaign to reduce the carbon impact of developing, producing and operating UK advertising with the aim of reaching **net zero emissions by the end of 2030**. We recognise that we need to play our part in tackling the climate issues facing the world, and that our staff and audiences want to know that Global is on the same journey they are on.

Our environmental actions and targets are driven by our **Green@Global working group** where colleagues from across the business are working together to make holistic changes to our business practices - all striving to make Global as environmentally responsible as possible.

By sharing this report we hope to promote a culture of sustainable business practice within Global and to influence our business partners and suppliers. We also want to ensure that Global is making a beneficial contribution to ensuring we all have a healthy planet and environment for future generations to enjoy.

green @ global



2.0

GLOBAL GOODNESS

Supporting communities



Investing in young people



Championing diversity and inclusion



Making time for health and wellbeing



Green@Global



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

Millions of people see our billboards, listen to our radio brands 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 for brands to engage with their audiences.

As we deliver on our business ambition, we know we have a unique opportunity to drive positive change in all that we do.

'Green@Global' has been identified as a core pillar for Global Goodness, one of our key initiatives as a business.

We group all these priorities under Global Goodness. It's a huge part of what brings us together to make incredible things happen. We have recently published our latest Global Goodness report outlining our wider sustainable development and core values.



AUDIO

We believe that our content can play a significant role in **driving awareness and encouraging action amongst our listeners.**

Climate change is frequently discussed on LBC, Britain's biggest commercial news and talk station. In addition, the Global news team keep our listeners informed across all Global stations reaching a total audience of over 25 million.

We were also **present at COP26** to help engage and educate our audiences and we have commissioned an original podcast to explore a number of sustainability themes with influencers.

OUTDOOR

As a medium, Outdoor makes a huge contribution to society. UK media owners pay around **40% of the revenues they make to UK communities** and they help **fund public transport and improve infrastructure** (PwC 2018).

Global's Bus and Rail franchise agreements help **make travel cheaper** for local communities. We also provide money for operators and authorities to invest in initiatives that influence modal shifts. For example, getting people out of cars and onto public transport, thus creating a greener and more sustainable future. Furthermore, we are seeing increased rollout of **hybrid / electric and hydrogen buses**, particularly in London, as investment increases to support zero emission fleets.

Our BT StreetHub units provide **public Wi-Fi and free phone calls**, community and emergency messaging technology and device charging. **Air pollution monitoring** is also kitted out in all newly built units.



We work collaboratively with our partners and suppliers to find and introduce new products that deliver improved energy efficiency, reduce operational CO2 emissions, have lower servicing needs and are recyclable. We are always striving to find suitable alternatives for products that cannot be re-used or recycled.

Everybody at Global plays an important part in helping us achieve our environmental objectives and we hope you will join and support us on this journey as we strive to grow sustainably and become **Greener at Global.**



3.0

OUR ACHIEVEMENTS

Delivery of our commitments and standards are measured, monitored and endorsed through attainment and maintenance of **industry accreditations, certifications and awards.**

Our achievements demonstrate our determination, pride and commitment to improving the social and environmental impacts of our business activities. We have a **proven track record** of reducing carbon emissions and have been recognised and rewarded for **environmental best practices.**

3.1

GLOBAL'S CONTINUED GREEN PRACTICES



AD NET ZERO

Global is a member of **Ad Net Zero**, an industry-wide initiative committed to reducing the carbon impact of developing, producing and running advertising to **net zero by the end of 2030.**



OUR BUILDINGS

All the energy used at Global's offices, broadcast centres and warehouses is from **100% renewable sources.** Furthermore, for the re-fit of our Holborn office we achieved an **SKA Gold certification** by demonstrating exceptional sustainability good practice, independently assessed against an exacting standard set by the Royal Institution of Chartered Surveyors (RICS).



OUR TRANSMITTERS

99% of Global's radio transmitters are powered by **renewable energy sources.**



OUR OUTDOOR ESTATE

We use **100% green electricity** across our managed Outdoor estate (a project completed in September 2021). We continue to invest in our Digital Outdoor portfolio, upgrading older units and installing next generation screens which are on average 23% more energy efficient.

3.1

GLOBAL'S CONTINUED GREEN PRACTICES



ZERO TO LANDFILL

All the waste collected from our premises, offices and warehouses is either re-used, recycled or used to generate energy. We are committed to **zero landfill to waste**.



RECYCLING

We have recycled the waste at all of our UK offices for the last nine years. We have also created a **recycling taskforce** to explore even more recycling opportunities, including finding alternatives to plastic and vinyl products that are more easily recycled and developing operating practices to sort and separate recyclable products within our warehouses.



ETHICALLY SOURCED MATERIALS

All of the paper products and wood that we use for new advertising structures come from **FSC or PEFC certified sources** - that are responsibly managed, socially beneficial, environmentally conscious, and economically viable.



PLASTICS AND DISPOSABLES

Global is working hard to remove single-use plastics at its UK offices and has introduced a number of innovative products, such as plant-based Vegeware™ disposable products which are compostable. We have a single use plastic ban backstage at events and our pyrotechnic displays are all **paper based**. Furthermore, with each event we proactively review the use of plastics in all other areas, in all other areas such as signage.



PAPER-FREE

As far as possible, we encourage a **paper-free environment** at Global's offices, with facilities and technology in place across the business to limit the necessity for printing or using paper. Global's offices are a largely paper-free environment.



FLEET

10% of our commercial van fleet is made up of **zero carbon emitting vehicles** and we are continually assessing the commercial vehicle market to identify suitable alternatives to our current van fleet.

We have invested in **vehicle telematics** in all our cars and commercial vehicles. The system monitors and reports on speeding, harsh braking and unnecessary idling and this has led to a sustained improvement of driver behaviour as well as a reduction on the impact our fleet has on the environment and on public health.



Improved driver behaviour has cut delays and improved the safety of our drivers and other road users. To support our accreditation to **Transport for London's Fleet Operator Recognition Schedule (FORS) scheme**, we provide tools, guidance and training to all our drivers, which also helps with reducing fuel consumption and vehicle emissions and improving safety.

THIRD-PARTY VENDORS AND SUPPLIERS

We have reviewed all our major third-party vendors to ensure they meet Global's high standard of environmental care. In 2019 we mandated that all Outdoor fixing contractors meet our **zero waste to landfill standard** which we achieved by the end of 2020.



VIDEO CONFERENCING

Global employs **video conferencing platforms** such as Zoom and Teams to reduce the need for travel.



CONTENT

Our content plays a significant role in driving awareness and encouraging action amongst our listeners.

Here are a few examples from the last year:

- Climate action is featured frequently on our **news & discussion station LBC** (Leading Britain's Conversation).
- **LBC was present at COP26** using our platform to help the public make sense of the emerging climate actions and agreement.
- Global has commissioned **original content** including "What Next?". This podcast series explores a number of themes relating to sustainability with key public influencers.



3.2

OUR 2020-2021 ACHIEVEMENTS

2020 CARBON EMISSIONS

Last year, Global's total emissions fell by 15% compared to the previous financial year due to reduced energy usage, largely as a result of COVID-19.

Our Carbon Footprint (Net emissions, excluding renewable energy) has fallen by 58% for 2020/2021 as a result of our switch to green electricity and gas.

- 58%

Following our **Environmental Audit**, we have implemented an Action Plan identifying key emission reducing initiatives and immediately addressable opportunities, as well as identifying our longer term roadmap to Net Zero.

Across all managed estates, as of September 2021, Global now uses -

100%
renewable
energy



2021 GREEN APPLE AWARD



4x

The Green Apple Award is awarded by the Green Organisation, established in 1994 as an international, independent, non-profit, non-political environment group dedicated to recognising, rewarding and promoting environmental best practice around the world.

We have four Green Apple awards, the most recent awarded this year, a **Silver award for initiatives across the business to remove single-use plastics**. We've implemented the use of canned water and paper-based glitter bombs at events and we've eliminated 30,000 plastic bags in Outdoor. We've also introduced compostable vegetable based cutlery and coffee lids at catering facilities and the use of green (non-plastic) jiffy bags in our mail rooms.

Our Outdoor business was recertified to ISO standards:

ISO 14001
Environmental Management system

ISO 50001
Energy Management system

Other awards and accreditations:



4.0

OBJECTIVES FOR NEXT YEAR

- Reduce energy consumption
- Reduce waste generated
- Increase recycling rate
- Reduce transport emissions
- Review and measure water usage

Our Health, Safety, Environment & Quality (HSEQ) department tracks and monitors our key environmental performance indicators and these are presented to our board on a monthly basis and reviewed in more detail by our senior management team every six months. This ensures we are reviewing our progress, tracking trends and ensuring accountability.

Minimising our environmental impact is crucial to addressing the wider challenge of climate change. In setting these objectives we aim to drive an improved performance across the various areas of our business that have an environmental impact.

These objectives, and the actions required to achieve them will be driven by our **Green@Global committee**, a working party formed from across our business with a scheduled **meeting every six weeks to drive our Green agenda** and achieve our Sustainability and Environment objectives.

For more detail on our initiatives and objectives, click the link below:

**GLOBAL ENVIRONMENTAL REPORT 2020-21
SUPPORTING INFORMATION**





LET'S NOT WASTE OUR WONDERFUL WORLD. Share more. Waste less. OLIO

global

Go Ahead London

LT276



green @ global

global
Hear it. See it. Feel it.

- heart
- 95-104 CAPITAL FM
- CLASSIC FM
- LBC
- RADIO X
- CAPITAL 70s
- Smooth
- gold
- CAPITAL Dance