

global
Making everyone's day brighter

Environmental Impact Report

2024 - 25





A message from Simon Pitts, Group CEO



Since joining Global in March, I've been struck by the passion and commitment across the business to drive meaningful environmental change. It's clear that sustainability is not just a value we talk about, but it's something we actively embed into how we operate and innovate.

I'm proud to present our Environmental Impact Report for 2024/25. We continued to progress our Outdoor Sustainability Initiative, a major step forward in addressing Scope 3 emissions within our Outdoor division. Across our radio brands, we've continued to partner with organisations making real impact, amplifying climate conversations and supporting campaigns that inspire action.

This report reflects the incredible work happening across Global and the strength of our partnerships with clients, partners, suppliers, and audiences who share our vision for a more sustainable future. I'm excited to build on this momentum in the months and years ahead.

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- 4. Sustainability for Outdoor**
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A snapshot of progress...

100%

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

100%

of our waste continues to avoid landfill (since 2015)

35%

scope 1 (direct) emissions reduction since our baseline measurement

3

Sustainability Awards Won

98%

of radio transmitters are powered by renewable electricity

44%

reduction in electricity consumption across our outdoor displays since last year

2,671

small format backlit displays converted to LED on the London Underground

12%

reduction in waste produced since last year

93%

is our monthly average recycling rate across our warehouses





Driving positive environmental change is a pillar of Global Goodness

Global Goodness is at the heart of what unites us - it's how we come together to make a positive difference every day.

One of the central pillars of Global Goodness is our commitment to driving positive environmental change. It's a responsibility we take seriously and a vital part of our mission to shape a better future. With our reach and influence, we're proud to use our platform as a force for good, leading change that benefits the planet and generations to come.

You can explore more about Global Goodness [here](#)

Changing lives across the UK



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

Delivering media for good



Global use the power of partnerships to build award-winning campaigns that deliver real impact across our communities.

Investing in bright young minds



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



Global champion diversity, equity and inclusion, support mental health, and building a culture where every employee feels they belong.

Driving positive environmental change



Global are committed to reducing our carbon footprint and promote environmental good practice across our business and the wider industry.



Global supports the UN Sustainable Development Goals



The United Nations Sustainable Development Goals (SDGs) are 17 global objectives aimed at tackling the world’s most pressing social, economic, and environmental challenges, with the shared ambition of building a more sustainable and equitable future 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





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 FY22/23 baseline.



Global are proud to be a part of Ad Net Zero

As Ad Net Zero members, Global strives to align our sustainability strategy with the Ad Net Zero Action Plan.

Throughout this report, you will see reference to the five actions laid out in this plan.

The Ad Net Zero Action Plan

Ad Net Zero five-point Action Plan provides our industry with a guide for its transition to net zero. The actions are:

Action 1

Reduce Emissions from Advertising Business Operations

Action 2

Reduce Emissions from Advertising Production

Action 3

Reduce Emissions from Media Planning & Buying

Action 4

Reduce Advertising Emissions through Awards and from Events

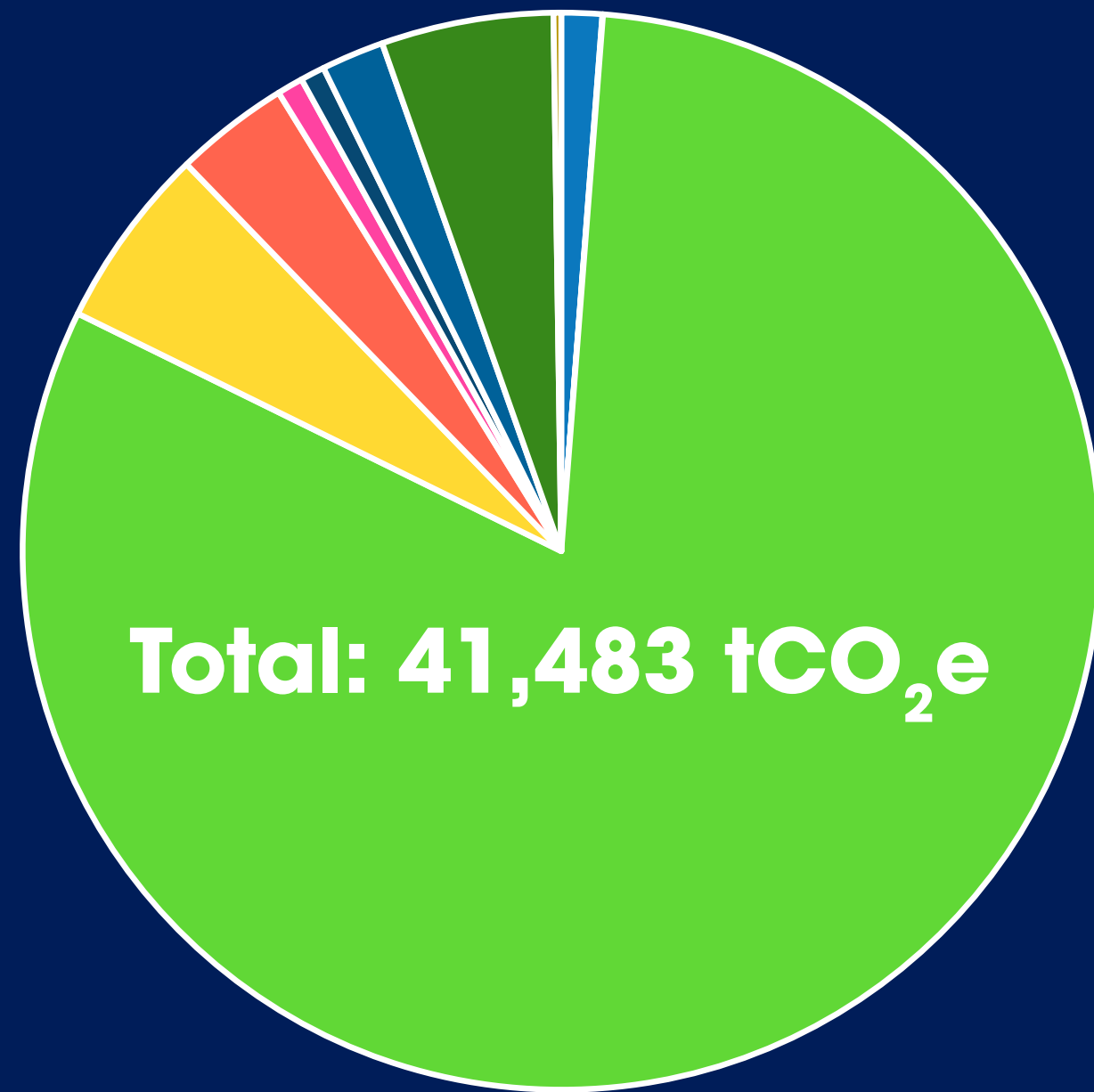
Action 5

Harness Advertising's Power to Support Behaviour Change



Measuring our impact

Breakdown of Global's Carbon Emissions
FY24/25 (tCO₂e)



This chart represents Global's carbon footprint for April 2024 – March 2025.

Global work with Watershed to measure and audit our corporate carbon emissions.

Scope 1: 506 tCO₂e
Scope 2: 6.9 tCO₂e
Scope 3: 40,970 tCO₂e

As to be expected, Purchased Goods and Services make up the largest part of our carbon footprint. Global are working to engage suppliers around sustainability to improve data and ensure that we are working with businesses who share our Net Zero ambitions.

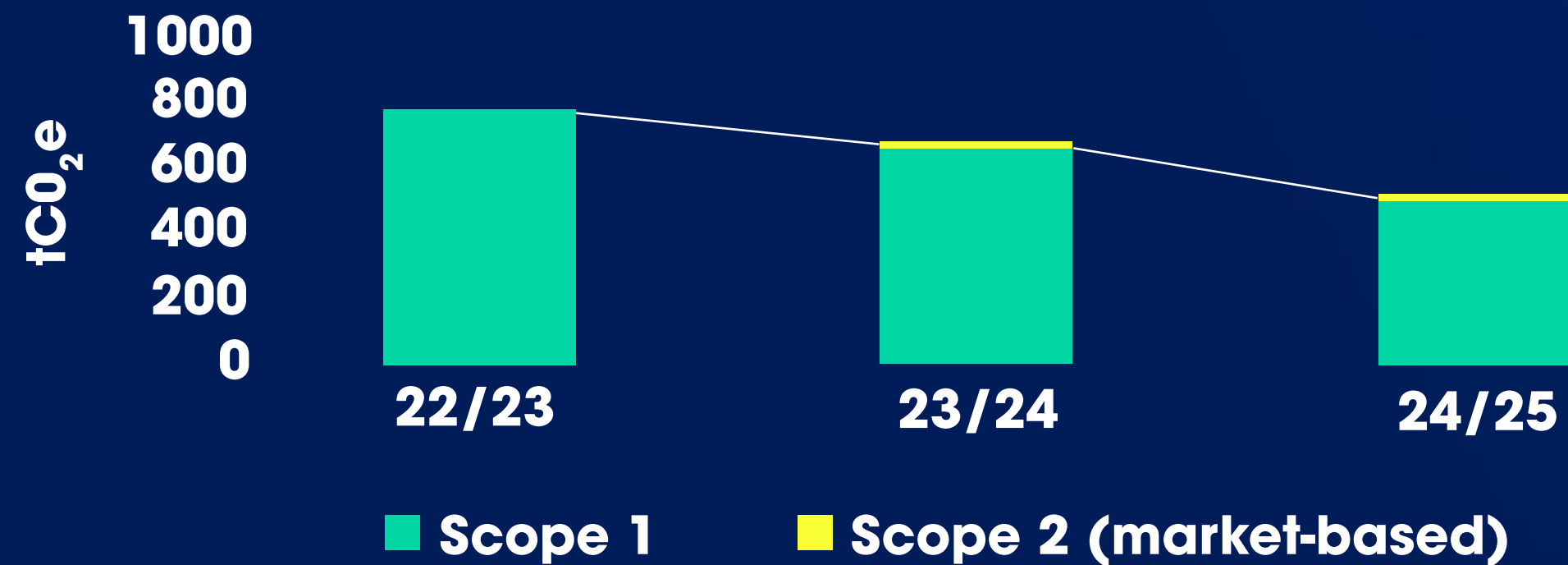
- Scope 1
- Scope 2
- 3.1 Purchased good and services
- 3.2 Capital goods
- 3.3 Fuel and energy related activities
- 3.4 Upstream transportation & distribution
- 3.5 Waste generated in operations
- 3.6 Business travel
- 3.7 Employee commuting
- 3.12 End-of-life treatment of sold products





How are we tracking?

Scopes 1 & 2 year on year



Scopes 1&2

Scope 1 relates to direct emissions from our business, such as burning fuel or from our fleet. Scope 2 refers to emissions that come indirectly from energy that is not produced by Global but we nonetheless use.

We have:

- reduced our absolute Scope 1 emissions by **35%** since our baseline measurement (FY22/23);
- achieved a **19%** reduction in total emissions relative to revenue since last year; and
- continued to purchase renewable energy across our advertising sites, warehouses and offices, keeping market-based Scope 2 emissions near zero!

AD NET ZERO

ALL FOR NONE

Action 1

Reduce Emissions from Advertising Business Operations

Action 2

Reduce Emissions from Advertising Production

What about Scope 3?

Scope 3 encompasses emissions that are not produced by Global, but result from the activities or goods up and down our supply chain. This covers areas like business travel, commuting, purchased goods and waste management.

Relative to revenue, there has been a **19%** reduction in total Scope 3 emissions compared with last year.

Since last year, due to key operational changes such as the Outdoor Sustainability Initiative, emissions from our waste generation have reduced by **48%**!





Celebrating Excellence

In November 2024, Global’s Outdoor team achieved a remarkable milestone, receiving three industry awards in recognition of the Outdoor Sustainability Initiative (OSI), reflecting years of dedicated innovation and cross-functional collaboration.

We were proud to receive the prestigious ‘Best Business Transformation’ award at the Campaign x Ad Net Zero Awards, recognising our leadership in driving impactful change across the Outdoor sector.

This was followed by a Gold Green Apple Award, presented at Kensington Palace, celebrating excellence in environmental best practice.

Rounding off a successful season, we also took home Silver at the UK Bus Awards for our efforts in transforming bus board advertising with innovations that delivered substantial carbon reductions.

These accolades are a testament to the creativity, resilience and collective commitment of the Outdoor Operations team and our partners over recent years, as we continue to embed sustainability across every part of our business.



Action 4
Reduce Advertising Emissions through Awards and from Events





Outdoor Sustainability Initiative

Action 1
Reduce Emissions from Advertising Business Operations

Action 2
Reduce Emissions from Advertising Production

This year, we continued to build on the successes in our Outdoor Sustainability Initiative (OSI). Working with our suppliers, we have invested into research and development to offer our clients even more sustainable products than we had last year!

Here's a snapshot of our progress this year:

Global have kicked off a long-term partnership with Carbon Quota, a sustainability consultancy specialising in product carbon footprinting.

Measuring our impact at this detailed level is helping us to make decisions about R&D for our Outdoor advertising products.



Certified CARBON QUOTA CARBON REDUCED PRODUCT

Bus wraps, tunnel wraps, and tram wraps are now fully recyclable, meaning they are recycled into new plastic products at the end of the campaign - turning yesterday's campaigns into tomorrow's products!



Our FSC certified 'Eco-cycle' paper used for backlit displays on the London Underground contain 100% recycled content (resulting in up to 6% carbon reduction), are recycled at end of life, and are 'carbon balanced' by the World Land Trust to protect forests.



Outdoor Sustainability Initiative



Last year, we built up our warehouse recycling rate from an average of 46% to 68%. This year, we increased this further to an average of 93%.



This year we managed to increase the percentage of closed-loop recycled content in our bus boards from 10%-20%, resulting in a carbon reduction of up to 47%.



Wet-posted paper used on our roadside estate and the London Underground now contains 100% recycled content, resulting in up to 5% carbon reduction.



But what about digital Outdoor?

We power our managed estate of digital, backlit, and illuminated panels with 100% green electricity – helping to cut emissions every time we light up a campaign.

Our smart dimming protocols adjust automatically to the seasons and the direction our displays face. That means lower brightness on winter days, and reduced light overnight, saving energy without losing impact.



Action 1

Reduce Emissions from Advertising Business Operations

Action 2

Reduce Emissions from Advertising Production

When it comes to choosing new displays, we look at their whole-life carbon cost, from the materials they're made from to the energy they'll use over years of operation.

We work closely with manufacturers to optimise maintenance so our displays last longer, and when they finally reach the end of their life, we partner with certified electrical waste managers to make sure as many components as possible are repurposed or recycled.



Partner Collaboration

Project Bright Green with



Action 1
Reduce Emissions from Advertising Business Operations

In December 2023, Global, in partnership with TfL and Bright Green Technologies, commenced a program to replace all the obsolete fluorescent tube back lighting systems in the small format 4 sheet, 6 sheet and 12 sheet static poster displays with new LED back light systems across the TfL estate.

Global has an estate of 2,671 small format backlit slimline poster displays across the TfL estate, installed in 2007/8 and fitted with fluorescent tube backlighting systems. They contain ageing electrical components, require regular maintenance and re-lamping, and illuminate the posters in bright stripes rather than an evenly spread light.

The development of improved LED lighting technology, powered by low voltage drivers provided the ideal system to use for the backlighting conversions for TfL.

The results?

- 60% more energy efficient bulbs
- Saving TfL 2,671,361 kWh in energy annually – enough to power nearly 1000 UK homes for a year!



Old fluorescent backlighting



New LED backlighting



Green Video Production

Global’s video production teams have had a successful year when it comes to Albert Certifications, ensuring that we’re capturing the best moments from our fabulous music events in the most sustainable way we can...

The Summertime Ball 2024 was certified again with a score of 88% - a 10% improvement from last year!

Classic FM Live has also been certified once again, and this time, with a 2% improvement on our score from last year.

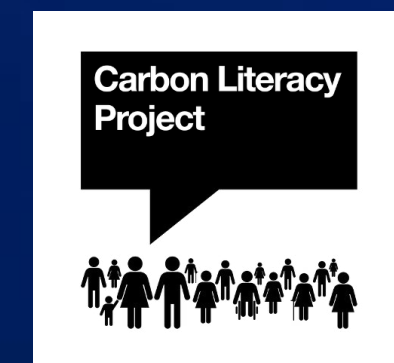
These improvements in scores were due to a number of changes made by the video production team, including the use of bike couriers to transport products, reducing emissions from vehicles and air pollution, reducing the number of people working on site to keep efficiency high whilst reducing transportation, and using only rechargeable batteries to avoid waste.



Employee engagement

The Green@Global network have been busy this year to drive employee engagement around sustainability!

With chances to win sustainable prizes, engagement has grown higher than ever at Global!



The sustainability team prepared all materials for the delivery of Sustainability Foundations Training for Globallers that started in April 2025.

This involves a full day of training accredited by the Carbon Literacy Project, touching on themes from the science of climate change to ways in which we can all reduce our personal carbon footprint.

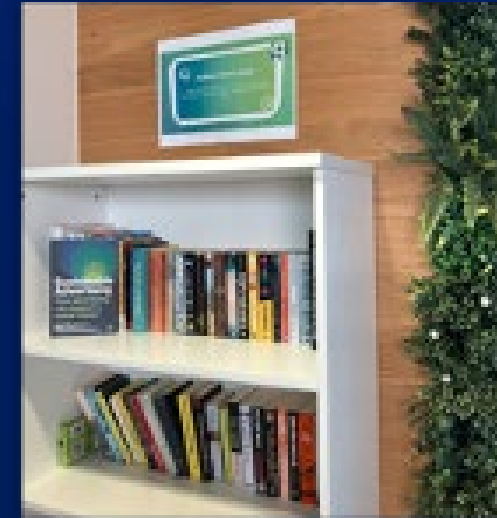




A greener workplace

At Global, we recognise that meaningful environmental change starts from within. As part of our ongoing commitment to sustainability, we are embedding lower-carbon choices into the way we operate—across our offices, kitchens, and business travel.

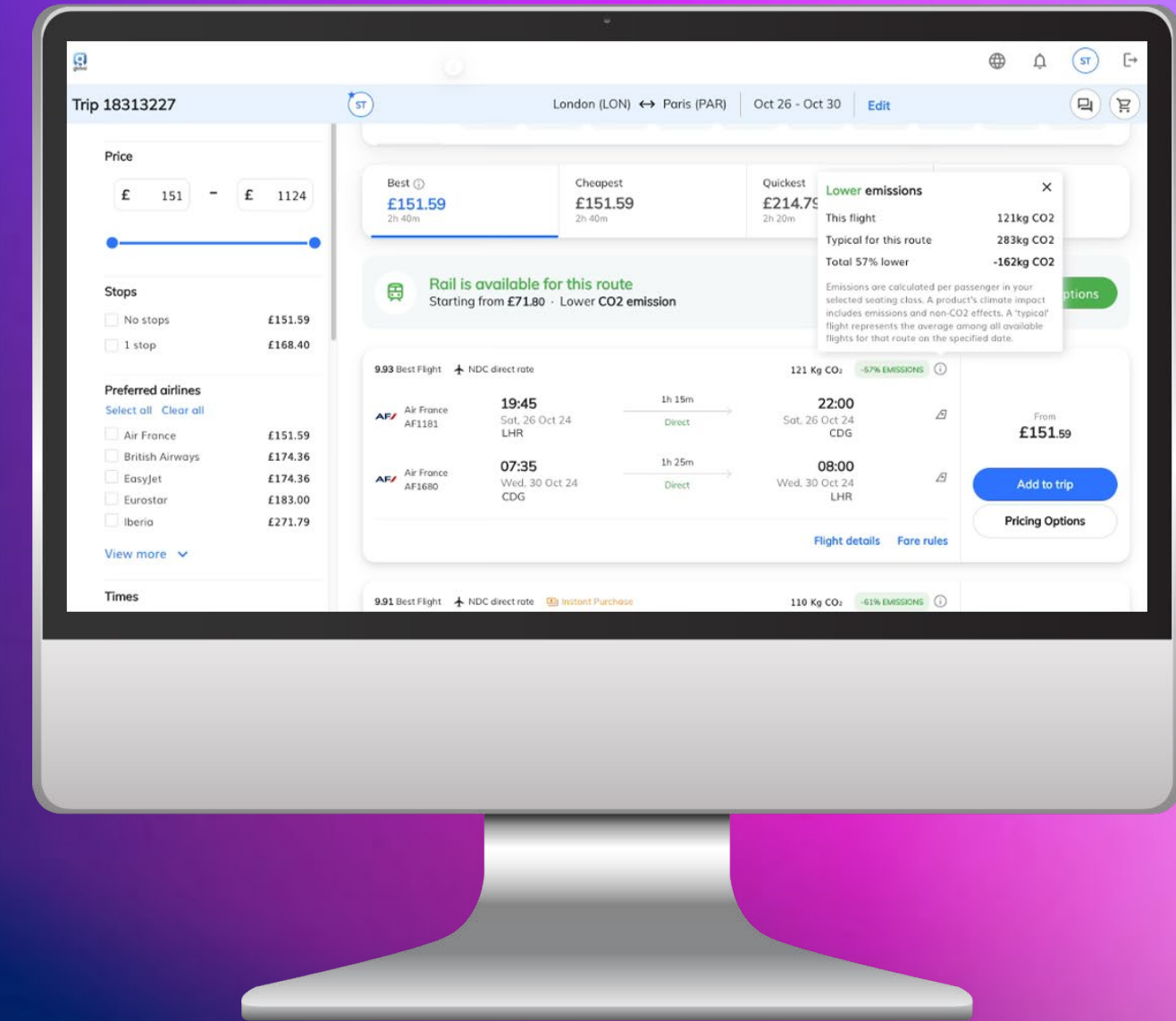
We're making greener choices part of everyday life at Global. Across our offices, our new book swap shelves help teams borrow instead of buy, cutting waste while sharing great reads. In our workplace cafés, we reward reusable habits with discounts for anyone bringing their own cup, helping to reduce single-use packaging.



In the kitchen, our catering teams now cook with cold-pressed rapeseed oil grown in Britain, reducing food miles and emissions. We are also serving up more planet-friendly plates:

- Meat-Free Mondays where every protein option is vegetarian, inspiring tasty low-carbon meals to start the week.
- The 50/50 burger made from half beef and half plant-based protein, delivering all the flavour with half the footprint.
- Menu design with impact that places vegan and vegetarian dishes at the top, encouraging greener choices without removing favourites.

It is not just what is on the menu that counts. Our vending machines now stock reusable, carbon-neutral water bottles made from sugarcane. These take less water to produce and generate fewer emissions than standard plastics.



Sustainable Business Travel

We have also reimagined how our teams travel. Global's new Travel Booking System not only streamlines corporate travel but integrates sustainability into the process:

- The platform outputs carbon emissions data for every journey, allowing us to monitor and reduce our travel-related emissions more accurately.
- It prompts users with lower-carbon alternatives, such as rail over air, highlighting not just environmental benefits, but also productivity gains. For instance, travelling to Glasgow by train allows time to work, avoid airport queues, and cut emissions, demonstrating that greener choices can also be smarter ones.



Tackling travel emissions: electric vehicles for Globalers

This year, Global launched a partnership with Tusker, to allow employees to buy or lease electric vehicles through a salary sacrifice scheme. Since launching in this year, 55 employees have taken advantage of the scheme, lowering emissions for Global's Scope 3 business travel and employee commuting categories.

This scheme will continue to be available to Global employees driving down emissions across our business operations.

Also on offer to Globalers are second hand vehicles, to reduce the environmental impact of buying a brand-new car, furthering our sustainability journey beyond our business.

On top of this, Tusker are members of the EV100 and recognised as a Go Ultra Low company, winning a Green Apple Award for Environmental Best Practice for 7 years. They also purchase carbon offsets against clients' vehicles, totalling 433,202 tCO₂e to date.





Using our Platforms for Good

Action 5

Harness Advertising's Power to Support Behaviour Change

Sustainable Sponsors

In June 2024, Vauxhall launched their 'Energising a better Britain' campaign for their latest range of electric vans.

This campaign has been a key sponsor of Nick Ferrari's LBC Breakfast show. This is an excellent collaboration for LBC showcasing and platforming low carbon technology.



Prizes

Each year, Global work with our prize sourcing partner to consider ways in which we can continue to offer amazing prizes for our listeners, whilst considering the environmental impact of them.

This year, there was a 58% reduction in the number of prizes with flights, and a 75% increase in those with train travel.

We also offered more 'eco' prizes with nature or 'staycation' elements to enable listeners to switch off and relax, appreciating the wonderful nature we have in the UK.

HOT TUB CINEMA WOODLAND RETREAT

PRIZE INCLUDES

- Travel allowance for travel to Herefordshire
- 3 Nights stay at The Rookery Woods Woodland Retreat for 2 people - a thriving ecosystem of self-sufficient treehouses powered by the sun
- Dinner at a local restaurant for 2 people



Global Spain

As part of Global’s sustainability strategy, our Spanish team has implemented a series of innovations to reduce the environmental footprint of our operations. These efforts focus on material innovation, energy efficiency, and digital transformation, all aimed at delivering impactful campaigns with smaller environmental impact.



1. PVC-Free Vinyl Campaigns Co-developed with Ritrama and partners for bus wraps

Tested in live campaigns; commercial rollout underway

Environmental impact: Eliminates hazardous components (e.g. chlorine, phthalates); improved recyclability

2. LED Lighting Retrofit – Barcelona Metro

Replacing fluorescent lights with energy-efficient LED kits

Targeting 35% of panels by FY25–26

Environmental impact: Up to 60% lower electricity use per panel, mercury-free, longer lifespan

3. Digital Infrastructure Overhaul on Barcelona Metro:

805 outdated formats replaced with 250 energy-efficient IconOne® digital units

Units made with recyclable materials using 100% renewable energy

Features include adaptive brightness (max 35%)





Global Ireland



As active members of Ad Net Zero, Global Ireland are also committed to embedding sustainability into every aspect of our operations. From energy-efficient advertising infrastructure to responsible materials sourcing and greener transport solutions, initiatives are designed to reduce environmental impact while supporting a more sustainable future. Here are some of the ways we're making a difference.

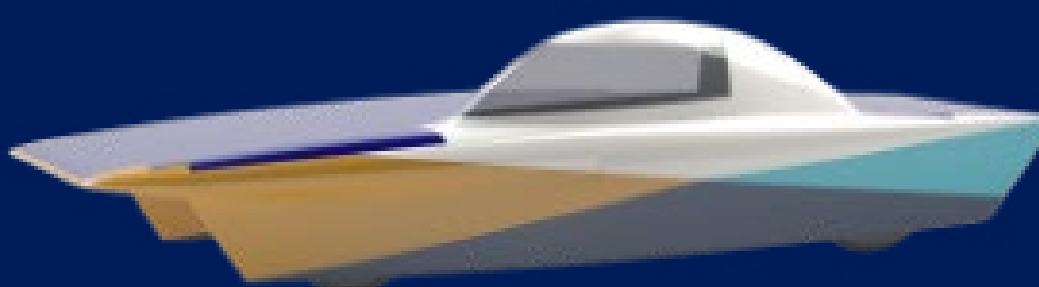
- Bus boards reused for up to 7 years!
- Water-soluble or Green Guard inks are used across print
- 100% renewable electricity
- All lightboxes use energy efficient LEDs
- All digital screens powered down between 2am – 6am to conserve energy

Global Ireland recently conducted a consumer survey with a focus on sustainability, revealing that audiences are increasingly concerned about whether brands are taking meaningful action on environmental issues.

In response, we are helping to lead the conversation around Ad Net Zero's Action 5: 'Harness Advertising's Power to Support Behavioural Change'. By engaging with media agencies and advertisers, we're encouraging the industry to think critically about their role in driving positive change, particularly at a time when consumer expectations around sustainability have never been higher.



Global Ireland are also sponsors of the Dublin City University Solar Racing Team who are engineering Ireland's first ever solar racing car to compete in the Bridgestone World Solar Challenge in Australia.





Global Netherlands

Global Netherlands have been busy this year expanding our bus shelters with living roofs, encouraging pollinators and benefiting urban biodiversity. In 2024, the total number of living roof bus shelters exceeded 700! In 2025 we expect the number to exceed 1,000.



We also continued with the following...

- All our digital displays are powered using 100% renewable electricity.
- We are upgrading our displays with LED lighting to improve energy efficiency across the estate.
- Our posters are printed on fully recycled paper and are recyclable at end of life, supporting a circular economy.
- We clean our displays using only water, eliminating the need for harmful chemical cleaners.
- We continue to grow our electric vehicle fleet for posting and maintenance operations.
- In select areas, we've introduced bicycles as a low-carbon alternative to vans for display posting.
- We organise canal litter picks to help remove waste from the city and bring our teams together.



Partner collaboration

Action 1

Reduce Emissions from Advertising Business Operations

OSI Partner Engagement Programme

Any sustainability plan must involve key partners and suppliers when it comes to Scope 3 carbon reduction.

Part of Global's Outdoor Sustainability Initiative is our Partner Engagement Programme, which involves coaching and engagement sessions with our suppliers and contractors who make our wonderful Outdoor estate what it is.

This isn't a one-time thing, but an ongoing project, where we hope to continue to guide our supply chain towards a low-carbon future.



Industry collaboration

Outsmart: Sustainability Guidance for members

In October 2024, Outsmart launched a Guide to Sustainable Best Practice, unveiled at the Zero Harm conference, where Sophie Taylor, Global's Group Senior Sustainability Manager, delivered a keynote speech to introduce the guide.

This comprehensive resource offers advice for Outdoor media owners to grow their sustainability efforts, focusing on key areas such as net zero targets, circular economy practices, renewable energy adoption, and biodiversity protection.

The guide underscores the importance of robust environmental management and data transparency, aligning with initiatives like Ad Net Zero, to help the industry transition towards a low-carbon, zero-waste future.

You can read the [guide here](#)





Global's first Outdoor Upfronts

Global hosted their first ever Outdoor Upfronts in November 2024 in both London and Manchester.

Amongst a host of excellent speakers across Commercial, Creativity, and Insight, Bob Strawbridge and Sophie Taylor took to the stage to talk about Global's social and environmental sustainability credentials.

We looked back at our achievements to date and looked forward at what's to come next year from Global's sustainability team. Highlights include availability of carbon footprint data for classic Outdoor campaigns aligned with Ad Net Zero's Global Sustainability Media Framework within the next year.





Our Awards and Accreditations



global

Making everyone's day brighter

For more information, please email our Group Senior Sustainability Manager at sophie.taylor@global.com



green @ global