



global



THE GLOBAL GOODNESS REPORT
2025

**04-08**

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A year of purpose in action

Welcome to our 2025 Global Goodness Report which showcases our commitment to making everyone's day brighter by giving back to people, our planet and the communities we proudly serve.

Our Global Goodness agenda sits at the heart of our culture and is a key strategic priority. Over the past twelve months, we've accelerated our ambitions to champion innovation, create more opportunities that empower others, and work together to make a measurable difference.

We've drawn on our voice, our platforms and our incredible people to inspire progress and spark meaningful action. In this report, we're celebrating our collective impact and showing how shared ambitions and everyday actions have combined to generate lasting change.

Thank you, as always, for joining us on this journey to a brighter future for everyone.



Sally Cairns
Chief People Officer



Mike Gordon
Chief Commercial Officer



Suzanne Ryder Richardson
Director, Global Goodness



CHANGING LIVES ACROSS THE UK



Global's charity, Make Some Noise



Make Some Noise funds vital projects to ensure nobody has to face life's toughest challenges alone.

Whether it's facing life-limiting illness, experiencing poor mental health, surviving domestic abuse, or finding it hard to make ends meet, it's often local projects that offer a lifeline to struggling individuals and families - stepping in when they have nowhere else to turn.

Make Some Noise helps these projects, and the small charities behind them, do more and provide support for longer. It also provides the tools, training and backing they need to grow and support more people, every day.

Over the past eleven years, Make Some Noise has supported **527** charity projects and helped to change the lives of more than **227,000** people across the UK.

Find out more at makesomenoise.com



Support and opportunities for thousands of people

Across April and June 2025, Make Some Noise awarded over **£3 million** in grants to 66 charitable organisations delivering life-changing work in homelessness, physical and mental health, life skills, and loneliness.

These projects will directly benefit more than **22,300** people, but their ripple effects will touch the lives of many others, bringing hope, dignity, safer spaces and new opportunities to communities, where they'll reach tens of thousands more.

In 2025, we made changes to improve our grant-making process. We can now deliver faster decisions and funding, ensuring our partner charities have the confidence to act when it matters.

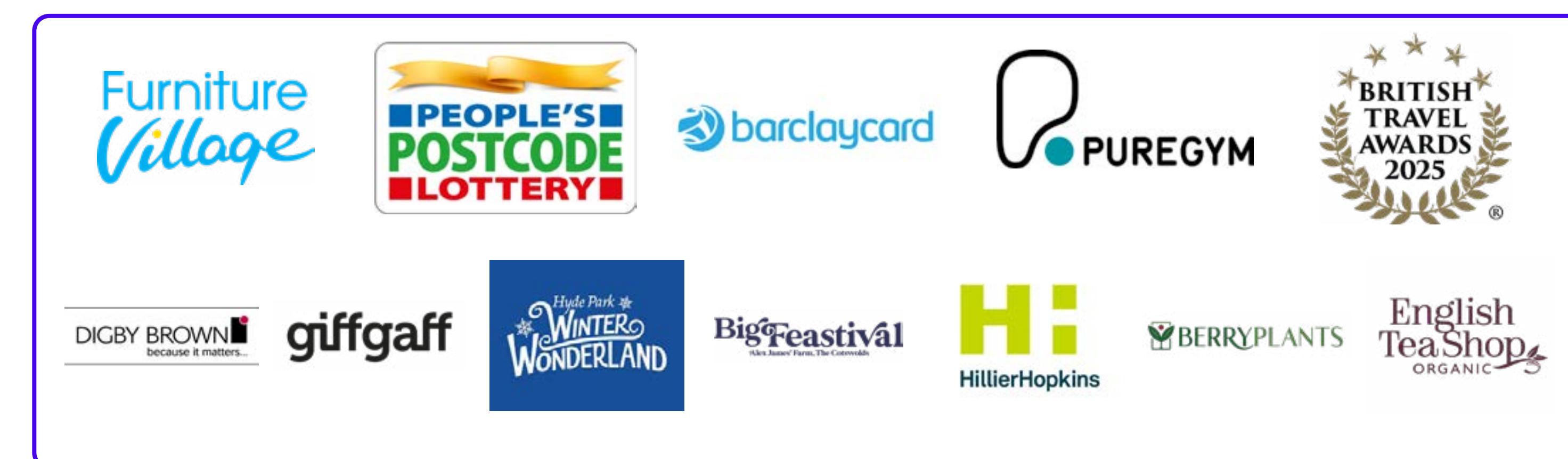
“ The support Global gives to its charity partners is absolutely world-class. The networking and training opportunities are incredible and so helpful to small charities. You're making a huge difference. **”**

- Boxing Futures

Beyond our project and core grant funding, Make Some Noise was a leading partner for Small Charity Week in 2025, driving awareness of the work of small charities across the UK. Thanks to generous support from players of the People's Postcode Lottery, we reached over 23 million people online and collectively raised **£1,839,739** for 189 small charities, who all received matched funding from Make Some Noise.

Unrivalled reach and support

This year, we've been grateful for generous financial support from our partners.



We help our partner organisations produce meaningful, purpose-driven campaigns that help raise money and change lives across countless communities.

Creating a sustainable future for charity partners

Make Some Noise continues to strengthen the long-term sustainability of its charity partners through dedicated learning and development programmes and wider Grants Plus initiatives. In 2025, this included a partnership with OMD Worldwide for capacity-building workshops on marketing, communications and soft skills.

In April, we brought together 60 charity partners for a full day of learning, networking and mutual knowledge sharing, deepening our alumni network of charities.

“ Make Some Noise are so much more than grant-givers. They’re so engaged, wanting to share expertise and make charities like ours feel involved and valued. **”**

- Playskill, Hemel Hempstead

Get Involved

We’re always looking for new ways to make change happen. To discuss partnering with Make Some Noise, email contactus@makesomenoise.com



In October 2025 we raised a record breaking

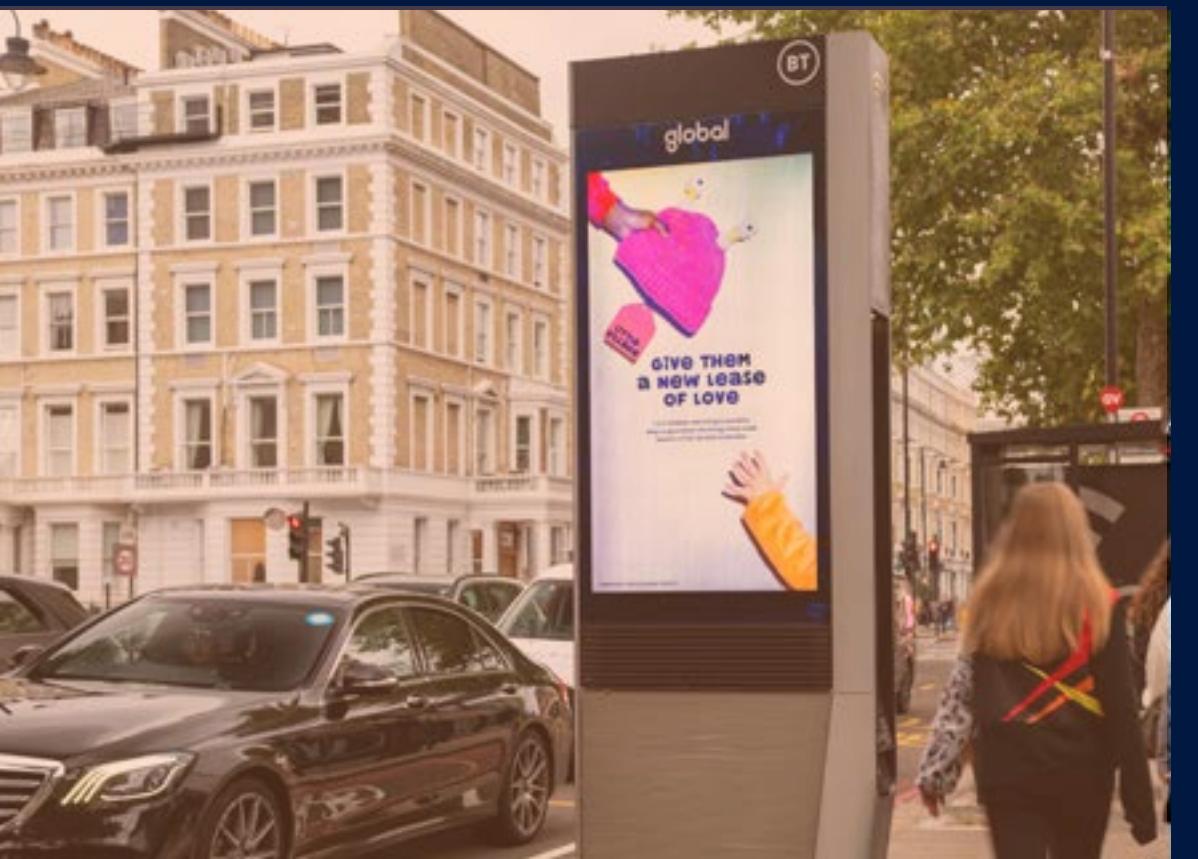
£4,814,808

for communities across the UK during our annual Make Some Noise appeal which was celebrated across all of Global





MEDIA FOR GOOD



Delivering Media For Good

Each year, Global proudly donates outdoor media space to spotlight the important work of not-for-profit organisations. In 2025, we gifted £1 million in outdoor advertising that continues to amplify voices and stories across the country, turning public spaces into platforms for positive change.

Little Village

Little Village runs a network of baby banks supporting families with young children living in poverty across London. Global's support to Little Village dates back to 2020 with a Make Some Noise grant, and we were delighted to give the charity another significant boost through gifted outdoor advertising this year.

“ The advertising space gifted to us has made an incredible difference to the awareness of our charity and inspiring more support. We have enjoyed unprecedented levels of donations, which are now being given a new lease of love by families across our capital. It really does take a village - so thank you Global and everyone who responded to the campaign. **”**

- Little Village

Royal Voluntary Service

This year we were proud to support the Royal Voluntary Service with the launch of their new platform, GoVo, which aims to make volunteering more flexible and inclusive so that charities can reach the volunteers they need.

“ We see every day how important volunteering is to the small charities we support through our charity, Make Some Noise. That's why we're delighted to promote GoVo with our Media for Good initiative. By putting volunteering in the spotlight, we hope to inspire more people to give their time and skills, helping charities to thrive and make an even greater difference. **”**

- Suzanne Ryder Richardson, Director, Global Goodness



Media For Good on air

This year, we have continued to utilise our audio platforms and commercial partnerships as powerful channels to drive meaningful social change.

Capital Breakfast's Balls to Monday & Feel Yourself Friday

Balls to Monday

Following Capital Breakfast host Chris Stark's update that he had surgery and chemotherapy following a diagnosis of testicular cancer, the Capital Breakfast team have been on a mission to get men to check their balls.

Capital's studios became the 'Capital Clinic', with Dr Amos on hand to offer checks to Globallers, while Capital Breakfast presenter, Jordan North, got himself checked live on air (and streamed live on Global Player) to show his support and to help break the stigma around discussing men's health. Across the country, listeners messaged the team to say they were checking themselves too. [Learn more here](#)

Feel Yourself Friday

For Breast Cancer Awareness Month in October, the Capital Breakfast team teamed up with Accessibility @ Global and CoppaFeel! to launch Feel Yourself Friday, encouraging people of all genders to check their breasts and chests. [Learn more here](#)



Heart x Pride March

Pride in London, Manchester, and Brighton & Hove

Once again, Heart was the national radio partner for Pride in London, Brighton & Hove Pride and Manchester Pride, and amplified the importance of LGBTQ+ representation to millions across the UK.

Our staff network members also created a Pride Playlist on Global Player, with hits from LGBTQ+ artists and allies, exclusive interviews and special messages from well-loved Heart presenters. [Read more here](#)



LBC & Online Safety Day

LBC devoted entire days of programming and content to online safety this year, focusing on the dangers facing children while holding those in power to account – including the Government, the UK regulator for tech companies, and figures from major social media platforms. The live programmes featured exclusive reports and interviews by LBC's team, as well as dedicated content on LBC.co.uk.

[Read more here](#)


Heart x Barbie® for International Women's Day

Following a report that women in tight-knit circles of other supportive women are 2.5 times more likely to become high performers at work, Barbie® partnered with Heart in their debut radio campaign to celebrate the power of women supporting women in the lead-up to International Women's Day. All week, Heart listeners nominated female role models that inspire them for the chance to have their messages shared on air and on billboards across the UK.

[Read more here](#)


Classic FM x Camden Stewart 'Keys To Change'

During Black History Month, we turned a spotlight on to representation in classical music, with a first-time collaboration between RISE @ Global, our Classic FM Team, and Camden Stewart, the celebrated Black British composer, pianist and operatic tenor. Camden performed a specially curated programme live for the public at St Pancras Station that brought to life this year's Black History Month theme, 'Standing Firm in Power and Pride'.

[Read more here](#)


Make Some Noise x giffgaff

As part of the Ad Net Zero "Every Brief Counts" initiative, Make Some Noise collaborated with giffgaff on a purpose-led campaign to tackle the UK's growing e-waste challenge. On air and online, the campaign inspired listeners to make more sustainable tech choices, highlighting the environmental benefits of choosing refurbished phones and recycling old devices through giffgaff Recycle.

[Read more here](#)


Global Spain's Media For Good

Our commitment to media for good extends across our international teams. Here's an example of how Global Spain has offered free digital portfolio space to different associations and foundations committed to making a difference.





INVESTING IN BRIGHT YOUNG MINDS



Global Academy

2025 was another remarkable year for Global Academy, which has now been inspiring, educating and opening doors for the next generation of media and creative talent since 2016.

Following an **Outstanding Ofsted rating** for key areas including Personal Development, Sixth Form Provision, and Behaviour and Attitudes, the Academy has gone from strength to strength, cementing its reputation as a **leader in creative education**.

This year saw the introduction of T Levels, offering students a new technical route into creative and digital industries. As part of this, we welcomed 13 T Level students to Global for seven weeks of hands-on work experience with our teams.



Investing in Bright Young Minds

Our Classic FM partnership with the National Youth Orchestra struck the right note as we joined the school for an inspiring “takeover” event. The collaboration helped spark new interest in classical music among young people, blending creativity, culture, and curiosity in the way only Global can.

From media production and journalism to sound design and creative technology, Global Academy continues to nurture diverse, future-ready talent and help students dream bigger, think bolder, and shape tomorrow’s media industry.



Supporting entry-level talent

Global has always been passionate about helping young people turn potential into possibility. This year, we expanded our early careers offering to give more aspiring creatives and professionals the experience, skills, and confidence they need to thrive.

Nine new apprentices joined our business including roles in video, podcasting, and at Capital XTRA with each contributing to exciting, real-world projects while developing their craft alongside industry experts.

We also continue to run our flagship mentoring programme, Global Inspire, which this year matched 36 Globallers with Year 12 Academy students. Over four months, Globallers and students attended workshops on topics including building work readiness, personal branding and networking.

Through these programmes, we're not only supporting entry-level talent, but building the foundations for the future of the media industry, one opportunity at a time.





CREATING A PLACE WHERE WE ALL BELONG



Creating a place where we all belong

We want Global to be a place where different voices are represented and celebrated and where everyone has the opportunity to do the best work of their career.

Last year, we refreshed our Diversity, Equity & Inclusion (DE&I) strategy, creating an ambitious list of commitments to deliver and measure our progress against. We have a clear outline of what DE&I means at Global:

- ▶ **Celebrating difference** so our workforce represents our audiences, our partners and our platforms
- ▶ **Creating fair and equitable opportunities** so everyone can do the best work of their career
- ▶ **Everyday inclusion** through representing, amplifying and celebrating different voices

Our Board and senior leaders support and champion these business-wide focus areas, and our goals are reviewed on a quarterly basis to measure progress. Updates are shared via key channels including our intranet, leadership calls and department team meetings.

Our **three focus areas** for 2024-2026 are:

- 1 Improving gender equality at senior leadership level
- 2 Increasing retention of ethnically diverse Globallers
- 3 Improving support for the health and wellbeing of Globallers



This year's highlights from our core focus areas

Focus Area 1

Improving gender equality at senior leadership level

Established ElevateHer, a career development and networking series for all mid-level female managers to support progression into senior roles, with Reclaim Your Lane career experts

**RECLAIM
YOUR LANE.**

Reviewed and improved how Globallers access family support across Global, including new resources, guides and our Families Hub

Focus Area 2

Increasing retention of ethnically diverse Globallers

Reviewed career development support for ethnically diverse Globallers at every level, and launched a programme for targeted development opportunities

Partnered with Media For All to host exclusive panels for both internal and external audiences, like our 'MEFA Matters: Own Your Journey' event



Reviewed and updated our onboarding and induction support for new starters

Focus Area 3

Improving support for the health and wellbeing of Globallers

Partnered with Self Space to roll out 'Supporting mental health at work' training for groups across the business, including people managers and the People & Culture team



Improved how health and wellbeing support is signposted; working with Accessibility @ Global, Thrive @ Global, our central Benefits team and the Business Disability Forum



Plus...

We strengthened our employee networks by investing in leadership, visibility and collaboration:

- ▶ Held a half-day workshop that brought all committees together to spark new ideas and celebrate progress
- ▶ Introduced senior leader sponsors alongside Board sponsors to give each network additional backing and influence
- ▶ Hosted regular monthly and quarterly forums to keep conversations flowing



RISE @ global
Celebrating Globallers from all cultural backgrounds

Women @ global
Championing gender equity across all roles and career stages

Families @ global
Supporting Globallers balance their diverse family responsibilities at work

Pride @ global
Promoting LGBTQIA+ inclusion, visibility, and belonging in every part of Global

Accessibility @ global
Supporting Globallers with disabilities, long-term health and neurodivergent conditions

Thrive @ global
Helping Globallers look after their health and wellbeing so they can thrive at work



Our impact

Over the last 18 months...

+5

Increased women in senior leadership positions by 5 percentage points (pp)

60%

60% of 'Head of' promotions going to women

+3

Increased % of ethnically diverse Globallers in manager positions

+5

Increased engagement of ethnically diverse Globallers by 5pp

+3

Increased % of Globallers identifying as having a disability, long-term health or neurodivergent condition by 3pp

x2

Doubled the number of new starters sharing they have a disability, long-term health or neurodivergent condition





DRIVING POSITIVE ENVIRONMENTAL IMPACT



Carbon reduction and the circular economy

At Global, we're committed to reducing our environmental impact and carbon emissions. As proud members of Ad Net Zero, we've set ambitious Net Zero targets for 2030 across Scope 1 and 2 emissions, covering business travel and employee commuting, and 2050 for the remaining Scope 3 categories. We're also working with Watershed to improve data quality and more accurately measure our carbon footprint, helping us stay on track to achieve our ambitious goals.

This year, we've demonstrated progress against these goals:

- ▶ Reduced absolute Scope 1 emissions by **35%** since our baseline measurement in FY 22/23
- ▶ Achieved a **19%** reduction in total emissions relative to revenue since last year
- ▶ Continued to purchase renewable energy across our advertising sites, warehouses and offices, keeping market-based Scope 2 emissions **near zero**

We're also reducing Scope 3 emissions through key operational changes like the Outdoor Sustainability Initiative, which has already cut emissions from waste generation by **48%**.

To recognise our achievements this year, we were awarded **Best Progress/Long-Term Change** at the Campaign Ad Net Zero Awards as well as the **International Green Apple Environment Award**, for the seventh time.



Global's Outdoor Sustainability Initiative

We continue to measure and manage the environmental impact of our classic outdoor display products, using more recycled materials, and finding new recycling solutions for them.

Our bus boards now contain **70%** recycled material from old bus boards, thanks to an industry-first de-inking and chipping process that cuts demand for virgin plastics. This has reduced bus board carbon by **80%** (as measured by CarbonQuota) – an annual saving of 3,094 tonnes a year, or the amount a car would emit if you drove around the world 411 times!

We continue to operate a zero-waste-to-landfill policy. New recycling solutions for our wet-posted displays and bus wraps have increased our recycling rate from **68%** on average to **93%** across our warehouses in the past year. Through a collaboration with Project Bright Green, we've also introduced new LED systems across the Transport for London estate. Compared to fluorescent tube back lighting, the new bulbs are **60%** more energy efficient and save over 2.5 million kWh of energy annually – enough to power nearly 1,000 UK homes for a year.

Read more about our sustainability journey in our Environmental Impact Report



Internal communication

Throughout 2025, we increased internal communications to empower Globallers to act in ways that drive positive change at work and at home.

Campaigns from Green @ Global, our Globaller-led Network have connected Globallers with sustainability and the community. JogOn x Global involved a company-wide collection of old trainers for the charity JogOn Again, where 70% of the trainers were redistributed to disadvantaged communities and the remaining were recycled responsibly.

We rolled out Carbon Literacy Project-certified 'Sustainability Foundations' training for Globallers. Plus, by partnering with Tusker, Globallers can now buy a new electric car via a salary sacrifice scheme, encouraging more sustainable transport in and out of work.

Using our platform for good

Global's charity, Make Some Noise, partnered with Vinterior to spread the word about sustainable furniture and help small charities like SCRATCH, who source furniture for vulnerable people and families living in poverty, deliver life-changing projects. Listen to LBC's Shelagh Fogarty speak to Vinterior's CEO about the environmental issues in the furniture industry [here](#).

[Listen here](#)



Better together in 2026

Thank you for exploring our 2025 Global Goodness Report. We want to finish with a heartfelt thanks to our colleagues, partners, suppliers, and audiences for your continued support of Global Goodness.

We believe that working together is the only way to make change happen and better serve the communities we live and work in. So, as we go into 2026, we pledge to be even more creative and innovative, with bigger and brighter ideas.

If you'd like to contribute to our mission, please consider a sponsorship opportunity with us. It's a chance to not only elevate your brand, but create real social good.

Simply email goodness@global.com to get the ball rolling.

Here's to more brighter days in 2026.