global

Making everyone's day brighter

Environmental Impact Report

2025-26



green @ global

A message from Simon Pitts, Group CEO



It is a pleasure to share Global's Environmental Impact Report for 2025/26. Over the past year, Globallers have continued to turn our commitment to sustainability into action, making progress towards Net Zero targets across the business.

That progress can be seen in many places. In Outdoor, changes to warehouses and continued product development are bringing the business closer to decarbonising operations and creating a circular economy. International teams are taking this work around the world, while sustainability training is reaching beyond our workforce to industry partners. Across Global's radio brands and podcast shows, teams are finding new ways to reduce production emissions while continuing to create the content audiences love. Through its platforms, Global is also proudly partnering with brands to bring important environmental messages to wider audiences.

We are pleased with the progress we're making together with clients, partners, suppliers and audiences, and will keep building on this, working to reduce the environmental impact of our business and wider industry.

Contents

1. Our strategy, impact & highlights
2. Sustainability in Outdoor
3. Sustainability in Audio
4. Sustainability in our workplaces
5. Sustainability in our international markets

Global's Environmental Sustainability Strategy

Ad Net Zero

As an **Ad Net Zero Accelerator Supporter**, we align our sustainability strategy with the **Ad Net Zero Action Plan**, which provides a clear framework for the advertising industry to accelerate progress towards a more sustainable future.

AD NET ZERO

Action 1
Reduce Emissions from Advertising **Business Operations**

Action 2
Reduce Emissions from Advertising **Production Operations**

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**

UN Sustainable Development Goals

The **UN SDGs** are 17 global goals designed to help tackle the world's most pressing social, economic and environmental challenges by 2030.

We support the SDGs and align our strategy to the goals:



Net Zero Targets

Net Zero means reducing emissions by a minimum of 90% and balancing any remaining emissions with high-quality carbon removal credits.

Our **carbon reduction targets** are:

1. Net Zero across Scopes 1 & 2, business travel and employee commuting by **2030** from FY22/23 baseline

2. Net Zero across all other Scope 3 categories by **2050** from FY22/23 baseline

Scope 1 = direct emissions e.g. burning fuel for building heating or our fleet

Scope 2 = emissions we use indirectly, but are not produced by Global

Scope 3 = emissions not produced by Global, but result from the activities up and down our supply chain

Global Goodness

Global Goodness is our commitment to giving back to people, our planet and the communities we proudly serve and **driving positive environmental impact** is central to this work.

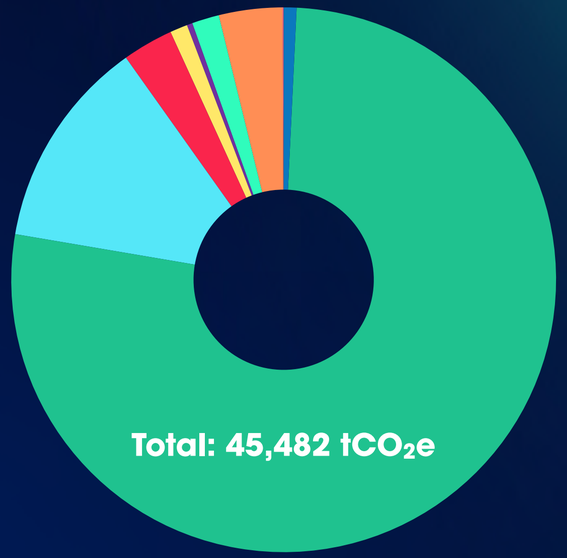
Read more >

Action 1
Reduce Emissions from Advertising **Business Operations**

Action 2
Reduce Emissions from Advertising **Production**

How are we tracking?

Breakdown of Global's carbon emissions FY25/26 (tCO_2e)



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

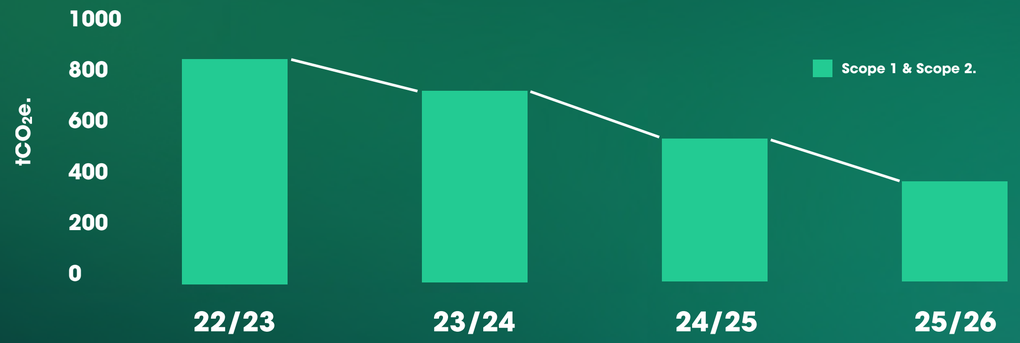
Scope 1: 345 tCO_2e
Scope 2: 0.83 tCO_2e
Scope 3: 45,136 tCO_2e

The Fellas Studios and The Overlap were welcomed to the Global family this year, so emissions from these businesses have been added in for the first time.

As expected, `Purchased Goods & Services' account for the largest share of our carbon footprint. We are working closely with suppliers to improve data quality and ensure we partner with businesses that share our Net Zero ambitions.

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

Scopes 1 & 2 year-over-year



- We reduced our Scope 1 & 2 emissions by 33% over the last year, decreasing our overall emissions since our baseline measurement in FY22/23 by 56%
- We have continued to purchase renewable energy across our advertising sites, warehouses and offices, keeping market-based Scope 2 emissions near zero

What about Scope 3?

- Relative to revenue, there has been a 19% reduction in our total Scope 3 emissions over the 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%

How are we tracking?

100%
renewable electricity procured for our offices, warehouses, and managed Outdoor network

100%
of our waste continues to avoid landfill (since 2015)

56%
reduction in Scope 1 (direct) emissions since our baseline measurement

135
people trained in Carbon Literacy this year

3
sustainability awards won this year

98%
of radio transmitters are powered by renewable electricity

14%
reduction in electricity consumption across our Outdoor displays since last year

88%
is our highest ever Albert Certification score, which we achieved for Classic FM Live in October

479,592
bus boards recycled into new bus boards this year - that's 100%!

50%
reduction in carbon emissions from waste since last year

91%
is our monthly average recycling rate across our warehouses

Action 4

Reduce Advertising Emissions through **Awards and from Events**

Awards & accreditations

We are proud that this year's progress has been recognised. Awards and accreditations demonstrate our commitment to the highest international standards of energy efficiency and responsible operations

Hat-trick for Outdoor

In recognition of our Outdoor Sustainability Initiative (OSI), Global's Outdoor Team won…

1 **Best Progress/Long-Term Change** at **Campaign x Ad Net Zero Awards**
For innovation and cross-functional collaboration to make major operational improvements this year

2 **Gold Green Apple**
For carbon reduction and circular models, including our LED retrofit on the TfL underground network

3 **Gold** in **Environmental Innovation** at **UK Bus Awards**
For the breakthrough de-inking initiative for bus boards with Corplex*

*Corplex also won the **Circular Economy Initiative** at the **MRW National Recycling Awards** for the same closed loop system!



Committed to excellence

Our Health, Safety & Environment team went through ISO audits, including **ISO 50001 for Energy Management**, and **ISO 14001 for Environmental Management**, focusing on waste.

The team passed with flying colours, with `**no room for improvement**' from the auditor!

AD NET ZERO ALL FOR NONE

Certified CARBONQUOTA CARBON REDUCED PRODUCT

GREEN APPLE ENVIRONMENT AWARDS

BRONZE FORS FLEET OPERATOR RECOGNITION SCHEME

International Organization for Standardization ISO 50001

International Organization for Standardization ISO 14001

SafeContractor APPROVED

albert sustainable production certification

SafeSupplier Alcumus

iab: Environmental Sustainability FAQs

Industry collaboration

Ad Net Zero's Global Media Sustainability Framework

We have been helping to develop Ad Net Zero's Global Media Sustainability Framework.

Through this work, we have contributed to the development of methodologies for both audio and out-of-home, creating a more consistent and practical approach to measuring media emissions across these channels. We are improving transparency and enabling more informed decision-making across the industry.

We continue to work on implementing this methodology to provide clients with campaign-level carbon footprints.

It's a good example of how we're helping build best practice and drive change across the advertising industry.

Read the GMSF >



Action 1
Reduce Emissions from Advertising **Business Operations**

Action 2
Reduce Emissions from Advertising **Production**

Sustainability in Outdoor

We are reducing the environmental impact of our Outdoor network through lower-carbon operations, circular materials and smart innovation

Decarbonising operations

Our Birmingham and Glasgow warehouses have replaced gas heating with timed infra-red heaters and electric boilers, powered by renewable electricity. The initiative came from colleagues following Sustainability Foundations Training - an example of bottom-up action supporting our Net Zero progress.

Going digital

As part of our 10-year partnership with BT, Street Hubs provide advertising reach alongside public services including free ultra-fast Wi-Fi, phone charging and local information. This year, we installed 79 Street Hub 3.0 units across the UK. Local dimming cuts power use by 25%, while improved durability and maintenance extend product life. Earlier generations are also being refurbished to remain in service for longer.

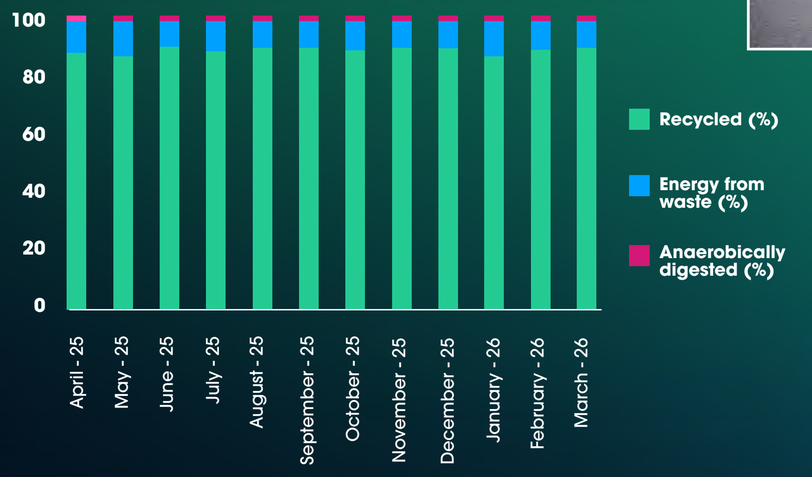
Research & development

The Outdoor Product Team are always looking for ways to improve our assets. This year, the team took on Global's largest research & development (R&D) project to date, to test digital screens from several suppliers. They selected a preferred option for future procurement based on installation and maintenance, longevity, power use, material sourcing and end-of-life disposal - without compromising campaign quality!

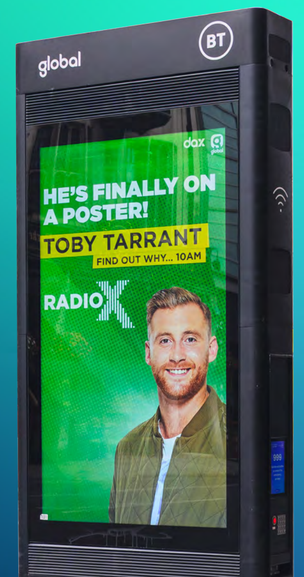
Reducing waste

We changed the packaging of our bus boards so they are delivered in the same recyclable material as the boards themselves, replacing the shrink wrap packaging and saving 365 km of plastic each year.

Breakdown of our waste







Action 1
Reduce Emissions from Advertising **Business Operations**

Action 2
Reduce Emissions from Advertising **Production**

Outdoor Sustainability Initiative

We continue to build on the success of our Outdoor Sustainability Initiative (OSI), launched in 2023. We partner with Carbon Quota to calculate product carbon footprints for our Outdoor assets. Our classic network is now complete and the digital estate is under way, helping target R&D where it matters most

Smarter Recycling

Over the past year, we increased our recycling rate from 93% to 95% by reducing or switching packaging materials.

Our FSC-certified Blueback paper for Roadside and London Underground posters is 100% recycled and recyclable at end of life. Changes to printing methods and recycled substrate sourcing also cut carbon emissions by nearly 7%.

Bus wraps are now specialist-recycled into products such as traffic cones and barriers, rather than sent to energy-from-waste facilities.





Closed-Loop Recycled Bus Boards

With Delta and Corplex, we have created an industry-first circular model for bus boards. Used boards are de-inked, pelletised and remade into new boards, which can be printed directly - removing the need for vinyl.

De-inking the boards over the last year increased the use of recycled content from 20% to 70%, cutting board carbon footprints by nearly 80% and saving more than 3,000 tonnes of carbon emissions annually.





Action 2

Reduce Emissions from Advertising **Production**

Partner collaboration

We have strong partnerships across our upstream and downstream supply chain, from industry-leading suppliers to advertising infrastructure partners

Connecting the supply chain

We visited Corplex's recycling facility with Go-Ahead Group and Delta to see our unique end-to-end bus board recycling process.

The day showcased our collaborative and forward-thinking approach to sustainability in the Outdoor advertising sector, and why we should be the partner of choice for brands and suppliers.

We received the following feedback from Go-Ahead representatives:

"We are so impressed by how forward-thinking Global and your supply chain are, and we really appreciate all your efforts."

Go-Ahead

Bus advertising partner of Global





Partner Spotlight: Delta

Most of our emissions sit in Scope 3, so we work with suppliers that share our ambition to cut carbon across the Outdoor supply chain.

We want to shine a light on the work Delta is doing to reduce its emissions:

- Significant reduction in water use from switching to digital planning and litho-printers
- No on-site heating is required - the heat produced by printers is enough to keep the facility warm!
- Solar panels on the warehouse roof generate energy which is stored in batteries and power the facility overnight
- Plans for installation of an on-site power station to replace the use of gas
- Bug hotels and bird boxes integrated across the site to boost biodiversity

Sustainability in Audio

We are reducing the environmental impact of our audio, video and live-event productions through lower-carbon planning, circular practices and local collaboration

ALBERT Certified Production

Action 1 Reduce Emissions from Advertising **Business Operations**

Action 2 Reduce Emissions from Advertising **Production**

Action 4 Reduce Advertising Emissions through **Awards and from Events**





Podcast production

Our podcast studios are reducing their impact while continuing to create valued content. The Overlap voluntarily completes Albert Certification, achieving 69% last year through measures including eliminating air travel, hiring local crews, and reusing or donating sets and props.

Standard practices now include reusable water bottles, FSC-certified recyclable cue cards printed with vegetable-based inks, cartridge recycling, and reuse or donation of set materials. Based in Manchester, The Overlap prioritises local suppliers and Northern crews, reducing travel emissions while supporting local businesses and jobs.

Video production

Our video production teams capture our music events as sustainably as possible. Capital's Summertime Ball with Barclaycard achieved an Albert Certification score of 79%, while Classic FM Live achieved 84% and 88% across its April and October events. The team also uses bike couriers, reduces on-site crew numbers, and has expanded Albert training, Green Leads and sustainability communications.

Event production

Our events team embed sustainability throughout planning and delivery. Stage builds, props and equipment are stored and reused; Eat to the Beat, a B Corp caterer, provided 7,000 meals at Capital's Summertime Ball with Barclaycard, including low-carbon options; and surplus food was redistributed through Musically Fed. We also use biodegradable confetti, electric backstage vehicles and venue water-refill stations. The venue for Summertime Ball, Wembley Stadium, also sends zero waste to landfill.

Partner Spotlight: Arqiva

Global works with Arqiva, the UK's broadcast transmission provider, whose sustainability commitments align with our Net Zero targets. In FY25, Arqiva sourced 98% renewable electricity and reduced location-based Scope 1 and 2 emissions by 21%.

Its progress also includes repair and reuse of 99% of equipment sent to its repair centre, no-mow areas at five sites, ISO 14001 certification, SBTi-validated Net Zero targets (July 2025), and CDP scores of A for Climate and B for Water in FY24/25.

Action 5

Harness Advertising's Power to **Support Behaviour Change**

Using our platforms for good

We reach 52 million people every week. With that reach comes a responsibility to use our platforms as a force for good. We partner with organisations to raise awareness of environmental issues and help the public take action

Vinterior

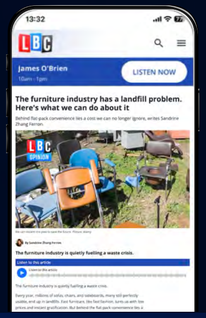
Global partnered with Vinterior to champion sustainable furniture and support charities through Global's Make Some Noise.

LBC and Global's Outdoor network helped Vinterior promote furniture resale, while donated pieces supported charities including SCRATCH, which provides furniture to people and families facing poverty.

Shelagh Fogarty also spoke to Vinterior's CEO on LBC about the environmental impact of fast furniture. Listeners could win Vinterior vouchers, helping raise awareness of furniture waste and landfill. To find out more, click here.



VINTERIOR



Octopus Energy

Octopus Energy is the UK's biggest energy supplier and investor in renewable energy generation.

By partnering with Global, Octopus reaches thousands of potential customers every day to encourage switching to green energy tariffs.



octopusenergy

Back Market

Back Market has chosen Global's Outdoor network to raise awareness of the environmental impact of new tech, and the benefits of purchasing refurbished products.

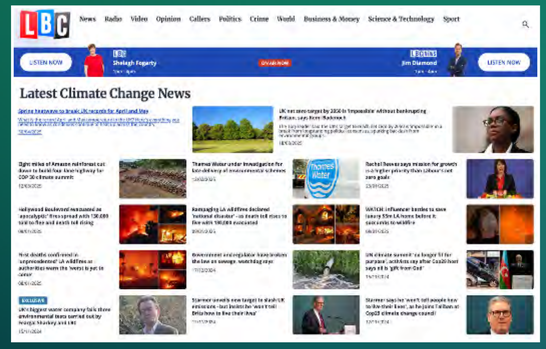




Back Market

LBC coverage

LBC covers the latest news, wherever you are, and this includes environmental news. We discuss hot topics and provide up-to-date reporting on our website. Follow the latest here.



LBC
LEADING BRITAIN'S CONVERSATION

Action 1

Reduce Emissions from Advertising **Business Operations**

Sustainability in our workplaces

We are empowering Globallers to make lower-carbon choices through learning, engagement and practical workplace initiatives

Engaging Globallers

Green @ global, our employee-led network, creates plenty of opportunities for Globallers to get involved in sustainable activities throughout the year.

During Earth Week, the team organised office smoothie bikes, an advertising sustainability panel, and intranet campaigns promoting sustainable choices at work and home. Veganuary featured a plant-based taste test, while 128 pairs of running shoes were donated through JogOn for redistribution or responsible recycling.

Carbon Literacy Training

Since April 2025, 135 Globallers have completed Sustainability Foundations training, exceeding our target of 100 by April 2026. Delivered with Talon OOH, the accredited full-day course explores climate science and practical ways to reduce business and personal emissions.

Travel

Our travel booking system promotes lower-carbon options and displays each journey's emissions. Colleagues can also access Cycle to Work and Tusker EV salary-sacrifice schemes, many have enrolled already, with 162 tCO_2e of offsets purchased on our behalf.







Sustainability in our international markets

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Reduce Emissions from Advertising **Production**

Global España

Our Spanish team continue to make significant improvements in sustainability, with a focus on improving data collection and quality, and aligning with evolving regional sustainability standards

1. Zero Emissions Electricity Contracts

- Since November 2025, all of our Spanish electricity contracts, for offices and for advertising assets where electricity is directly contracted by Global, have been supplied with guaranteed zero-emission electricity.
- The full impact will be reflected in FY26/27; however, we estimate that this change has accounted for a 40% reduction in this year's Scope 2 emissions.



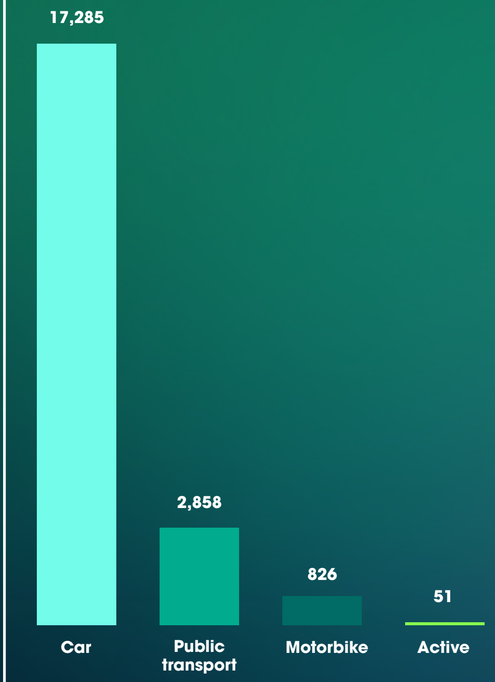
2. Carbon Footprint Measurement in line with Spanish Standards

- Global España has partnered with the Spanish consultancy SGS, to complete its first carbon footprint calculation in line with MITECO (Spain's Ministry for the Ecological Transition and the Demographic Challenge).
- By registering this footprint, we will obtain an official label from the Registry called the "Calculo" seal.
- This initial measurement will serve as a baseline for defining improvement initiatives in the coming years.

3. First Employee Commuting Emissions Survey

- For the first time, a survey has been conducted to improve the information available on CO2 emissions associated with employee commuting across the Spanish offices.
- This enables a more accurate estimation of commuting-related emissions, strengthening future Scope 3 reporting, and identification of practical reduction opportunities.

Weekly commuting km by transport type
(Km per week)



Sustainability internationally

Action 1
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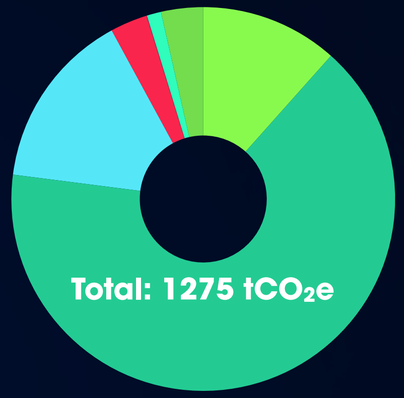
Global Ireland

REGISTERED ISOQAR

AD NET ZERO ALL FOR NONE PROUD SUPPORTER

Global Ireland is an active member of Ad Net Zero Europe and is embedding sustainability in every aspect of its operations, from office supplies to material sourcing and contractor vetting

The team have worked hard this year to collect data for their first ever carbon footprint measurement with Watershed. This is the first step in being able to track their decarbonisation journey and target future reductions.



Watershed

- 1. Direct emissions
- 2. Purchased electricity, steam, heat and cooling
- 3.1. Purchased goods and services
- 3.2. Capital goods
- 3.3. Fuel and energy related activities
- 3.5. Waste generated in operations
- 3.6. Business travel
- 3.7. Employee commuting

Global Netherlands

Our Netherlands team continues to embed sustainability across its operations, prioritising circular materials, energy efficiency and urban biodiversity

Sustainability guides the procurement of Outdoor assets. The team prioritise local glass, bio-based concrete, recycled aluminium, CO_2-free steel and energy-efficient LEDs where possible.

They refurbish and redeploy bus shelters to extend their lifespan. In 2025, they exceeded their target by installing 1,150 sedum roofs, alongside bee hotels, solar panels and AEDs, all supporting biodiversity and local communities.

The digital displays run on 100% renewable electricity and are cleaned with water only. The Netherlands business is expanding their EV fleet, using bicycles for posting in some areas, and organising canal litter picks.





global

Making everyone's day brighter

green @ global