

COLLECTIVE ACTION

FORSTER
COMMUNICATIONS

OUR CLIMATE POSITIVE PLAN
2022-23



ENVIRONMENTAL ACTION, SOCIAL JUSTICE

IN JANUARY 2020 WE LAUNCHED
OUR AMBITIOUS PLAN TO BECOME
CLIMATE POSITIVE.

We chose to go beyond the emissions we produce to include our whole value chain and our wider community.

As part of our desire to build a regenerative economy, we help our clients and suppliers to reshape their practices, repair and rebuild the world around, and make a positive difference to people and planet.

With energy security shifting and the cost of living crisis deepening there is more urgency than ever to put sustainability at the heart of decision making.

This is the final year of our Climate Positive Plan and while our actions have evolved, our critical targets remain the same.

This document outlines our priorities for the year ahead, with our progress to date detailed in a separate impact report and published on www.forster.co.uk

OUR CRITICAL TARGETS FOR 2020-2023

Ourselfs

Accelerate the process of reducing our carbon emissions and by March 2022, all our suppliers will be committed to achieving net zero.

Our clients

Inspire and support our clients to tackle the climate emergency and by April 2023, all our clients will have publicly committed to cut their emissions.

Our community

Drive action with our team, our partners, and others around us – learning and sharing, talking and debating, campaigning and celebrating together.

OUR TOP 10 PRIORITIES FOR 2022-23

OURSELVES

- Complete and manage our supplier transition so all have clear commitments to achieving net zero in advance of 2050 – including banking, pensions and insurance providers.
- Review our use of IT to identify how we can cut CO₂ emissions.
- Reduce the need for offsetting by increased GHG removal through our supply chain, and update our offsetting choices to remove CO₂.

OUR TEAM

- Continue to track the impact of hybrid working and provide everyone in the team with access to independent, confidential and expert advice on how to cut CO₂ emissions at home.
- Consult colleagues about re-creation of our Library of Things.
- Ongoing support and encouragement for sustainable travel while commuting and for work.

OUR CLIENTS

- Track, support and build to our April 2023 goal of all our clients being publicly committed to reducing their CO₂ emissions.
- Aim for at least 50% of our work (by value) to be directly linked to cutting or removing GHG emissions from the atmosphere.
- Directly addressing the challenges of the rising cost of living through two stand-out initiatives in partnership with our clients.

OUR COMMUNITY

- Support the Young London Print Prize through schools in Tower Hamlets, raising awareness of the need for climate action.

2020-2023 – TAKING ACTION OURSELVES

	2019-20	2020-21	2021-22	TARGETS FOR 2022-23
Tracking and minimising emissions that we are directly in control of	<p>Published our first carbon transparency (Client Disclosure) report July 2019</p> <p>Declared a climate emergency July 2019</p> <p>Published our Climate Positive Plan January 2020</p> <p>Measured and offset carbon emissions as outlined in ISO14001</p> <p>Published our 2018-19 impact report June 2020</p> <p>Started to review our banking and investments to ensure they support climate positive solutions</p>	<p>Published our second carbon transparency (Client Disclosure) report – December 2020</p> <p>Published our 2019-20 impact report – December 2020</p> <p>Published our Climate Positive Report – One Year On in January 2021</p> <p>Captured our carbon footprint, including our suppliers and other relevant scope 3 emissions and setting a new benchmark against which to track reductions</p> <p>Reviewed our offsetting to ensure it is supporting a just transition, in line with our ambitions for equality</p> <p>Reviewed our banking and investments support climate positive solutions</p>	<p>Published our third carbon transparency (Client Disclosure) report – July 2021</p> <p>Published our 2020-21 impact report – July 2021</p> <p>Signed Green Pensions Charter with Make My Money Matter – April 2021</p> <p>Joined Clean Creatives, pledging that we would not work with the fossil fuel industry – January 2022</p> <p>Changed our default banking provision to ensure our suppliers reflect our climate positive commitments in January 2022, with 90% of our finances covered by March 2022</p> <p>Changed our pension provision to reflect our climate positive commitments in January 2022, with 100% of our team included by March 2022</p> <p>Achieved carbon neutrality based on our reported scopes 1, 2 and 3 emissions, including our banking and pension provisions and emissions relating to homeworking for our team.</p> <p>Changed our approach to emissions offsetting from carbon avoidance to carbon removal, recognising urgency of the need to accelerate global emissions removal</p>	<p>Publish our fourth carbon transparency (Client Disclosure) report – July 2022</p> <p>Publish our 2021-22 impact report – July 2022</p> <p>Reduce our scopes 1 and 2 emissions by 10% in line with our Science Based Targets commitment, and continue to reduce our scope 3 emissions through engagement with our suppliers and reviews of our insurance provisions</p> <p>Explore options for community energy supply to the office</p> <p>Ensure 100% of banking and pension provisions support climate positive solutions</p> <p>Review our insurance provisions to ensure they support climate positive solutions</p> <p>Review our use of IT – including emails – to identify ways in which we can reduce emissions</p> <p>Seek to develop an an integrated approach to carbon removal through our supply chain, thereby reducing our need for offsetting</p> <p>Further review UK-based offsetting initiatives that are focused on carbon removal and are nature-positive</p>

2020-2023 – TAKING ACTION OURSELVES

2019-20		2020-21	2021-22	TARGETS FOR 2022-23
Working with suppliers who are committed to protecting the environment	<p>Updated our supplier screening to include information about their carbon emissions</p> <p>Started to build understanding of our suppliers' carbon commitments and practices</p>	<p>Issued new supplier screening questionnaire to our suppliers to understand their current commitments to cutting carbon emissions and providing ongoing support as appropriate</p> <p>Currently at 57% of suppliers with Net Zero pledges as of April 2021</p>	<p>Worked with our suppliers to complete our screening requirements and understand their commitment to climate action. By March 2022, 98% of our suppliers (and 99% by expenditure) have made a commitment to achieving net zero through scopes 1 and 2 emissions by 2030. Replacement of the final supplier who refuses to engage in action is now taking place; they represent 1% of our supplier costs for the year</p> <p>Actively encouraged participation in the SME Climate Hub and Race to Zero through our supplier screening process and two presentations to the UK B-Corp community</p>	<p>100% of our suppliers have made commitments to achieving net zero (scopes 1 and 2) by 2030</p> <p>Track supplier commitments to Science Based Targets and inclusion of scope 3 emissions</p> <p>Support our suppliers with carbon emissions measurement and target setting through a partnership with Compare Your Footprint, and signpost them to the SME Climate Hub where relevant</p>
Our team	<p>Actively involved all our team in generating our carbon positive programme</p> <p>Ran a swishing event involving other companies from The Loom, raising money to twin our toilet and ensure a community in Pakistan have access to clean water</p>	<p>Helped our team to understand their own carbon footprint at home</p> <p>Helped all our team to develop and use their personal voice around climate action, within and beyond the company and including round COP26 – March 2021</p> <p>Shared information with team and encouraged all to change gas and electric supplier to 100% renewable</p> <p>Measured emissions associated with working from home June 2021</p>	<p>Continued to measure and track carbon emissions while working at home, capturing metrics as part of our overall footprint</p> <p>Updated our team on our progress against our Climate Positive Plan and trained four new colleagues on the Plan and how to talk about it</p> <p>Co-produced 2022-23 targets with the team to ensure we are supporting them in the best possible way</p>	<p>Track and measure carbon emissions while working from home</p> <p>Provide colleagues with access to confidential information and advice about how to cut carbon emissions at home through an independent advisor</p> <p>Consult colleagues about the creation of a Library of Things that can be accessed when needed</p> <p>Invite everyone to take part in the Big Plastic Count run by Everyday Plastic in May</p> <p>Enable and encourage sustainable transport, with cycle training offered to colleagues and associates quarterly</p> <p>Extend our sustainable travel plan to include EV leasing</p>

2020-2023 – TAKING ACTION WITH OUR CLIENTS

2019-20		2020-21	2021-22	TARGETS FOR 2022-23
Working in partnership with our clients to minimise carbon emissions	<p>Informed our clients about our net zero pledge</p> <p>Extended our sustainable travel policy to include our clients</p>	<p>Shared our Climate Positive Plan with our clients</p> <p>Started to record climate pledges that our clients have made, looking beyond the scope of our contracted work and sharing information as appropriate</p>	<p>Recorded the climate pledges that our clients have made, alongside helping them improve their performance. 41% increase in number of clients with pledges from the previous year, to 52% total, and 77% by income value</p> <p>Turned down three potential clients because they did not meet our client engagement policies</p> <p>Helped our clients to maximise the momentum created by COP26, including employee and stakeholder engagement. Overall, 51% of our client work (by value) was related to cutting carbon emissions</p>	<p>Track our clients' climate pledges and build a portfolio so that 100% of organisations that we are working with have published commitments to addressing climate change</p> <p>Build our commitment to being Climate Positive into our contracts and ways of working with clients</p> <p>Aim for at least 50% of our work (by value) to be directly linked to cutting carbon emissions or removing carbon from the atmosphere</p> <p>Directly addressing the challenges of the rising cost of living through at least two stand-out initiatives in partnership with our clients</p>

2020-2023 – TAKING ACTION WITH OUR COMMUNITY

	2019-20	2020-21	2021-22	TARGETS FOR 2022-23
Where we work	<p>Initiated action with our landlord, working with other businesses in The Loom</p>	<p>Worked with our landlord to develop a sustainability framework and plan for The Loom August – December 2020</p> <p>Responded to the impact of the pandemic by supporting Whitechapel Mission, a local charity providing food and support to vulnerable people</p>	<p>Encouraged our landlord and Loom tenants to reduce their impacts, hosting a coffee morning to increase awareness of SME Climate Hub – November 2021</p> <p>Supported Whitechapel Mission through our Better By Minutes activity and team volunteering – December 2021, January and March 2022</p>	<p>Continue to work with our landlord and Loom tenants to reduce impacts – playing an active role in the Loom Green Team</p> <p>Support the Young London Print Prize through schools in Tower Hamlets and wider London locations, helping to raise awareness of the need for climate action through the medium of print</p>
Our Industry	<p>Operated as a leading B Corporation, pledging commitment to net zero targets as part of the global community</p> <p>Used our voice as a leading sustainability agency to raise awareness of the need for action from all – including sharing our Climate Positive Plan and speaking about it at events and in one to one conversations with clients, suppliers and other interested individuals</p>	<p>Shared best practice and insights with the B Corp and Business Declares communities through webinars and articles to help accelerate action</p> <p>Signed a commitment with SME climate Hub to support the drive to climate action through the supply chain – October 2020</p> <p>Used our voice as a leading sustainability and social change agency to raise awareness of the need for action from everyone</p>	<p>Shared best practice and insights with the B Corp, Business Declares and other communities to accelerate action including three conversations with pending B-Corps, and sharing of policies including supplier screening form through the B Corp community</p> <p>Supported the UN Race to Zero through our membership of B Corp and Business Declares, and actively supported calls for action around COP26 including joining the CEO Letters to the Earth Campaign in November 2021</p> <p>Supported Business Declares with a creative brief and ideas generation for their advertising campaign in the FT to drive climate action – February and March 2022</p> <p>Lobbied the PR industry as part of a focus on environmental action through PR Week, leading to depth coverage in November and our CEO being listed as one of 10 environmental communicators in the PR Week Powerbook in March</p> <p>One member of the team become a Trustee for the Green New Deal campaign – July 2021</p>	<p>Convene people to share best practice and ideas to accelerate action within and beyond the B Corp team</p> <p>Use our voice as a leading specialist agency to raise awareness of the need for action from all</p>

FORSTER COMMUNICATIONS – OUR CLIMATE POSITIVE PLAN 2022-23

TAKING ACTION TOGETHER

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