

TAKING CLIMATE ACTION, TALKING ABOUT IT AND INSPIRING OTHERS

FORSTER
COMMUNICATIONS

Certified

Corporation

WE'VE ALWAYS BEEN "GREEN"

FORSTER WAS SENT UP 25 YEARS AGO AS A BUSINESS FOCUSED ON POSITIVE CHANGE

OUR EARLY FOCUS WAS ON SOCIAL JUSTICE ISSUES LIKE POVERTY AND EQUALITY

WE HAVE ALWAYS TRIED TO WALK THE TALK

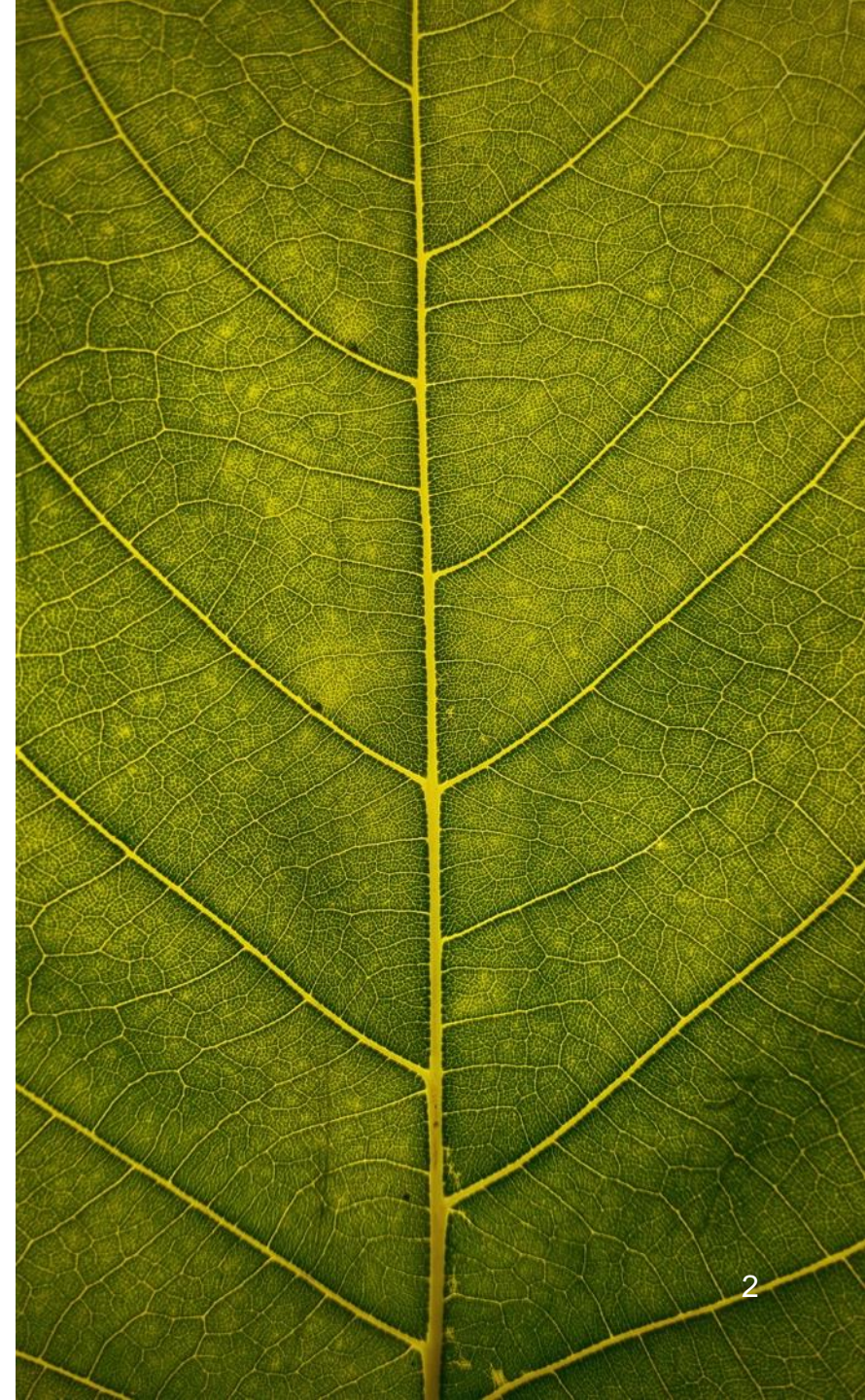
WE HAVE ALWAYS USED BEHAVIOURAL INSIGHTS IN OUR CLIENT WORK AND OUR OWN APPROACH AS A BUSINESS

WE WERE CHOSEN AS THE UK'S GREENEST COMPANY IN 2009

FOLLOWING XR WE DECLARED A CLIMATE EMERGENCY

WE WANTED TO LEAD FROM THE FRONT SO DEVELOPED A PLAN TO BECOME NET ZERO

WE THEN IGNORED EVERYTHING WE KNEW AND DID EVERYTHING WRONG



GETTING IT ALL WRONG

WE TOLD OUR STAFF WHAT WE WERE GOING TO DO

WE MADE OUR OFFICE VEGAN

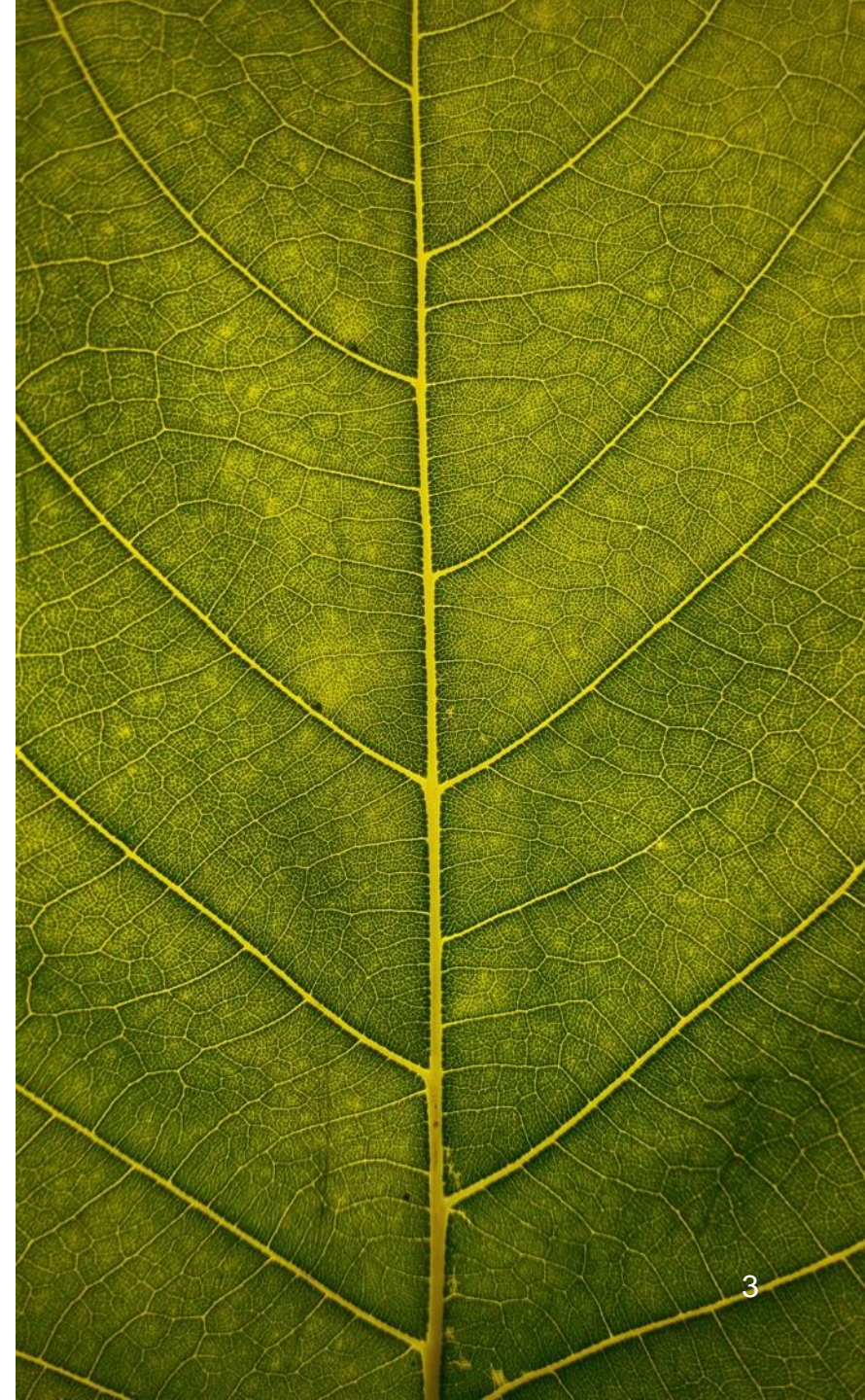
WE HAD ALWAYS BEEN "MARGIN MAKERS" AND TRIED TO DO THE SAME THIS TIME

WE DIDN'T TELL OUR CLIENTS WHAT WE WERE PLANNING TO DO

WE FOCUSED ON REDUCTION – WHAT WE WOULD NOT DO AND WHAT WE WOULD DO LESS OF

WE DIDN'T KNOW WHAT WE WERE MEASURING BUT PRESSED AHEAD ANYWAY

IT DIDN'T WORK, SO WE STARTED AGAIN



SEGMENTING THE AUDIENCE – A FRAMEWORK



Outriders



Story tellers



Followers



Self-assureds

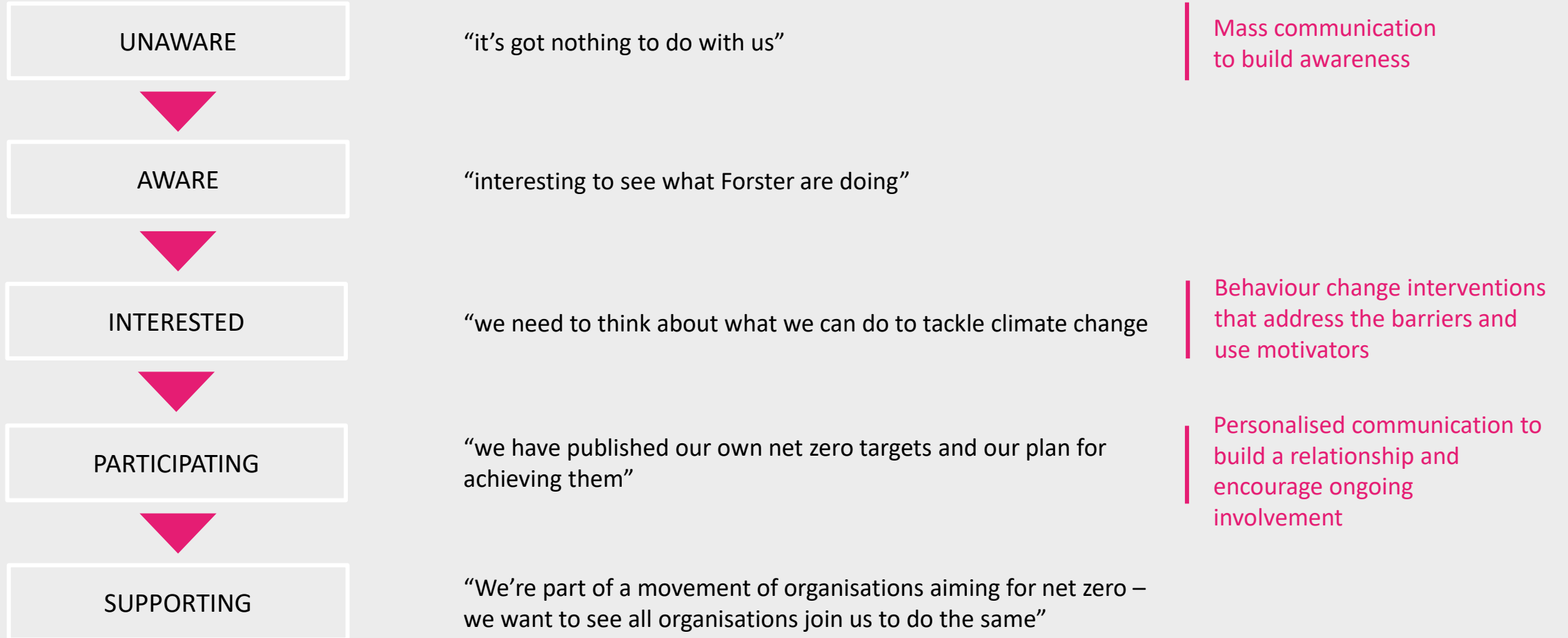


Cynics

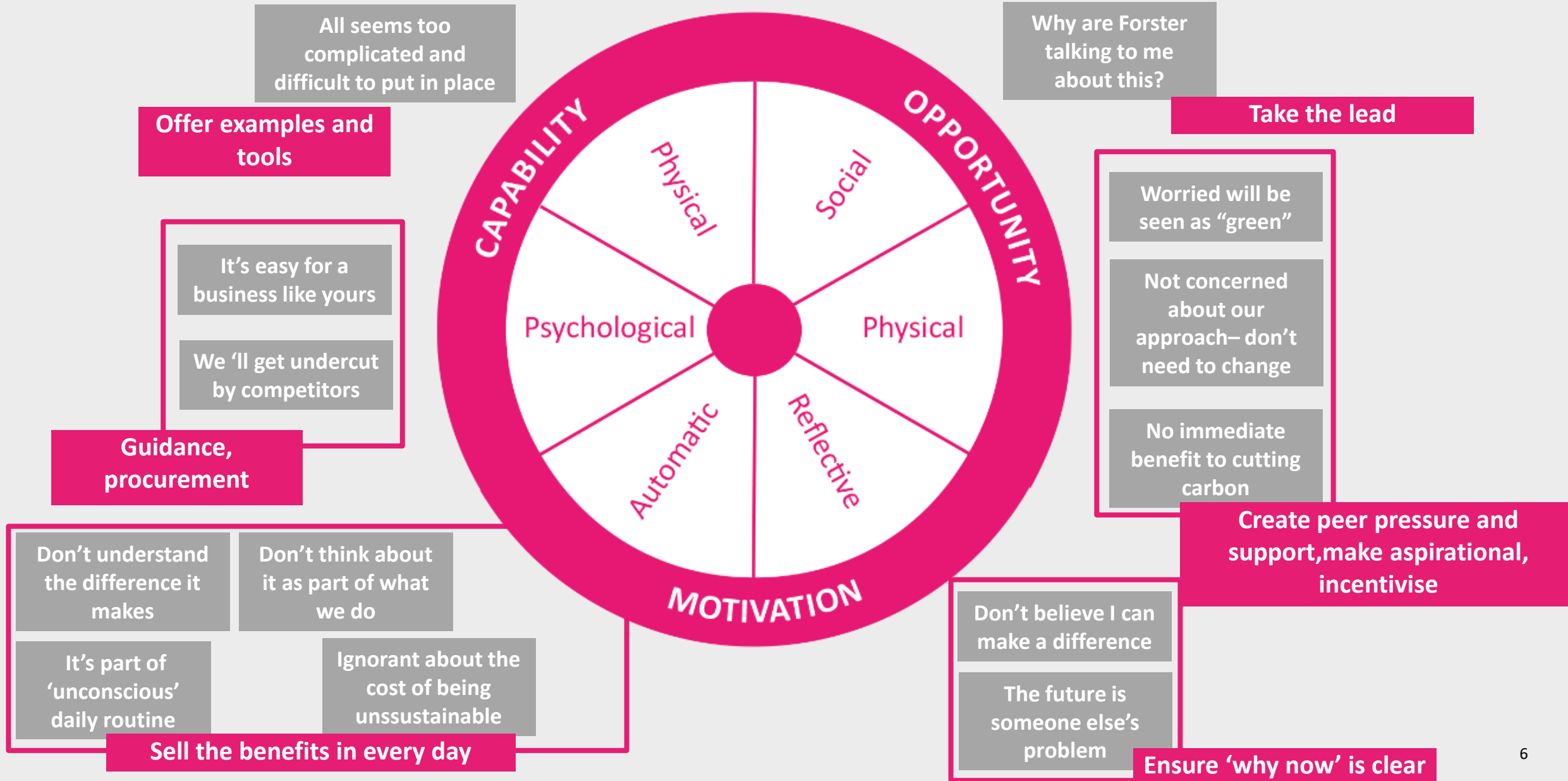


Rejectors

THE BEHAVIOUR CHANGE JOURNEY



ENGAGING STAFF, CLIENTS AND THE COMMUNITY



CREATING A FOCUS

Motivating – built on clear co-benefits and tackles barriers

Distinctive – easy to recall, simple to understand, memorable and brand associated

True – authentic and fits with brand profile and ethos

FINDING THE CORE INSIGHT

The Goldilocks Principle

Save now, save later

Stronger together

Time well spent

Clever v stupid

Sell the benefits

Do your bit

Precious resource

OUR CALL TO ACTION

Let's champion climate positive

OUR CLIMATE POSITIVE PLEDGE

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

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

It was greeted with cheers by many – and we are delighted that it has helped others to think differently about what they can do to address the climate emergency.

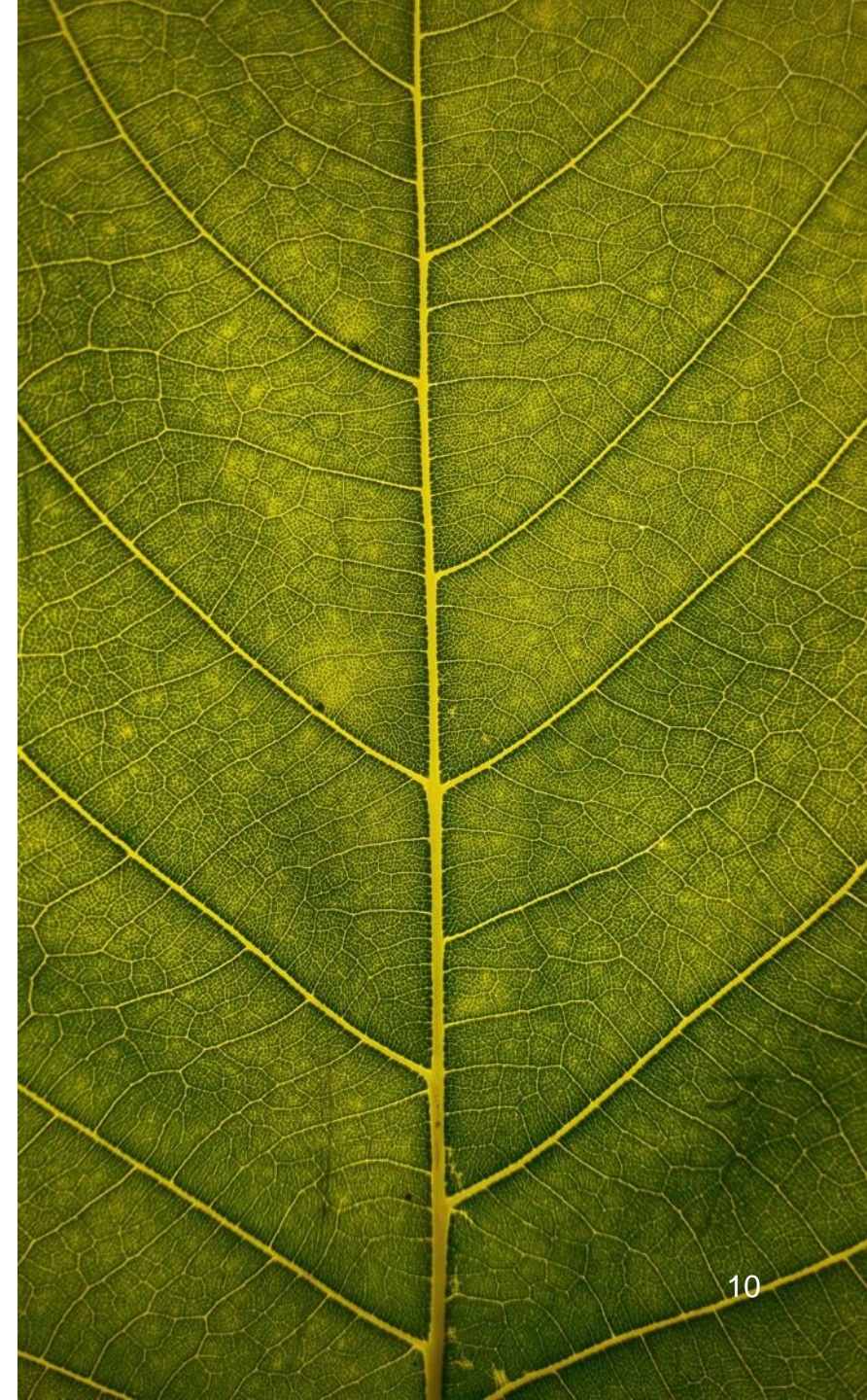
It was also met with gasps from a few in the PR and marketing industry, with some feeling we were being “too risky” by including our clients in our plans.

A year on, with the impact of the Covid-19 pandemic continuing to grow, we know with more certainty than ever that it is those who choose to do nothing who are risking everything.

Even as we tackle the complexities of achieving our goals, our ambitions have grown and we want to take new action to ensure adaptation and mitigation measures support social justice and drive equality.

We are taking direct action over the things we can control and seeking to inspire change more broadly, so as before we are publishing our plan for others to see and use where helpful.

We also want to learn and welcome the opportunity to talk and share. 2021 is about everyone choosing to lead by example.



BUILT ON THE PRINCIPLES OF HOW WE CAN MAXIMISE OUR POSITIVE IMPACT AS A SPECIALIST AGENCY

UNDERSTANDING OUR IMPACTS

We carefully considered the [GHG Protocols](#) for Scope 1, 2 and 3 emissions and explored how we can best accelerate change as a sustainability communications agency.

USING OUR STRENGTHS

We recognised that we have a small carbon footprint as a business but significant leverage as a purchaser and a supplier.

Our Climate Positive Plan is built around our behaviour change expertise, strength as a UK B Corp, and partnership with progressive organisations. We are using all aspects of our business to encourage and inspire action.

MAKING A DIFFERENCE

As a result, our Plan focuses on ourselves, our clients and our community, each with different elements that we must address to become climate positive.

We can control some of these directly and others we can influence. But they are all important.

**WE HAVE THREE MAIN
TARGETS, WORKING ACROSS
OUR VALUE CHAIN**

OURSELVES

Accelerate the process of reducing the 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.

POSITIVE
INSPIRING
COMMITTED
LEARNING
SHARING
SUPPORTING
CAMPAIGNING

OUR CLIMATE POSITIVE PLAN

	DIRECT	INDIRECT
OUR LEVEL OF INFLUENCE	Carbon emissions we can directly control through purchasing decisions and changes to operation and behaviour.	Carbon emissions we can seek to influence through awareness, education, inspiration and creation of a movement for change.
KEY AREAS	<p>Our office</p> <ul style="list-style-type: none">– Energy– Waste– Supplies (eg food, paper, furniture) <p>Business travel</p> <p>Services</p> <ul style="list-style-type: none">– What we do– Who we work with <p>Finances</p> <ul style="list-style-type: none">– Our bank– Our investments	<p>Our team</p> <ul style="list-style-type: none">– How they travel to work– Home working– Lifestyle choices <p>Our clients</p> <ul style="list-style-type: none">– Their action to achieving net zero and beyond <p>Our community</p> <ul style="list-style-type: none">– Where we work– B Corps across the world– The communications industry

WE STARTED FROM A STRONG PLACE IN JANUARY 2020

SCIENCE-BASED TARGETS

- Electricity – using 100% renewable energy in the office which is measured and offset
- Waste – recycling and minimising our office waste, measuring and offsetting everything we use
- Business travel – minimising travel outside London, incentivising walking and cycling, and measuring and offsetting travel that takes place

REPORTING & TRANSPARENCY

- ISO14001 since 2010
- Founding UK B Corp in 2015
- Carbon Transparency Report published in 2019 and 2020
- Part of Business Declares in 2019
- Offsetting through B Corp Climate Care

ACTIVE INVOLVEMENT

- Incentivising our team to travel by bike or foot to and from our offices and client meetings
- Used recycled materials to furnish our new offices

WE HAVE MADE PROGRESS OVER THE YEAR – BUT ALSO HAD TO FLEX WITH HOME-WORKING

OURSELVES

- Became a meat and dairy free office
- Published our second carbon transparency report and 2019-20 impact report
- Issued a new supplier screening questionnaire to track commitments to cutting carbon emissions
- Supported our team with cutting emissions while working at home
- Evolved our practices to become paper-free

OUR CLIENTS

- Shared our Climate Positive Plan with clients
- Extended our sustainable travel programme to include client travel to meetings
- Started to track our client pledges around carbon action
- Extended our client portfolio to include more organisations offering direct response to the climate emergency

OUR COMMUNITY

- Worked with our landlord, The Loom, to develop a sustainability framework
- Supported Whitechapel Mission as they responded to increased need driven by the Covid-19 pandemic
- Shared best practice and insights through webinars, articles and one-to-one conversations to inspire action across the business and charity sector
- Joined SME Climate Hub

OUR PRIORITIES FOR THE YEAR AHEAD

NEW CARBON BENCHMARK



Updating our carbon footprint to include Scope 3 emissions and creating a new benchmark for reduction, including reducing offsetting

HOME WORKING



Identifying how to measure and track carbon emissions while working at home

NET ZERO SUPPLIERS



Working with our suppliers so our purchasing supports organisations who have made a net-zero pledge by March 2022

CLIENT ACTION



Recording our clients' climate pledges and helping them to accelerate action wherever possible

TEAM ADVOCACY



Supporting everyone in our team to become active advocates for climate action

COP26



Maximising the momentum around this landmark event, using all our voices and connections

PARTNERS



Driving action in partnership with our landlords, the B Corp community and as part of the UN Race to Zero

ANY QUESTIONS?

FURTHER INFORMATION

[Climate Positive Plan – January 2020](#)

[Forster impact report 2019-20](#)

[Forster carbon disclosure report 2020](#)