

The Planet Mark

OUR 2019 IMPACT REPORT

**A COLLECTIVE
FORCE FOR
GOOD**



eden project

OUR PURPOSE DIRECTS US

We see a world where we all contribute to a thriving planet, and together we are a collective force for good.

We enable organisations and their people to positively transform society, the environment and the economy.

The Planet Mark is a sustainability certification which recognises continuous progress, encourages action, and builds an empowered community of like-minded individuals.

Companies are certified immediately when they sign up based on their commitment to sustainability progress. To keep The Planet Mark, an organisation must reduce their carbon footprint every year, commit to engage their staff and commit to communicate externally.

OUR 3-STEP METHOD GETS US THERE



MEASURE

We measure your data with rigor so we may speak with confidence and authenticity.



ENGAGE

We help you engage your staff to unlock their knowledge and drive passion for change.



COMMUNICATE

We give you tools to communicate your progress, influence others and build a positive brand.

OUR VALUES GUIDE US

WE ARE AMBITIOUS

Our vision of a thriving planet requires big ambitions and urgent action.

WE ARE ROBUST

We apply rigor to everything we do so we may speak with confidence and authenticity.

WE ARE OPTIMISTIC

Our positive outlook allows us to drive passion and enthusiasm in others.

WE ARE COLLABORATIVE

We are united by our common purpose and join forces to make a positive difference.

WE ARE TRANSFORMATIVE

We embrace change as we transform ourselves and the world around us.



CEO's STATEMENT STEVE MALKIN

We are in a period of unprecedented and increasing change. The social, environmental and economic challenges we face are immense; from the climate emergency, plastic pollution, deforestation and soil degradation, to our right to access clean air and water. What we do in the next decade will almost certainly determine the course for humanity and our fellow passengers on planet earth.

In the face of these challenges, we are witnessing a growing global movement from a worldwide community comprised of the full spectrum of society. Whether it is politicians, fund managers, religious leaders, activists or school children, they are saying ostensibly the same thing. We need more rapid, more radical action to deliver a more positive, sustainable future.

Holders of The Planet Mark are a significant part of that global community. We are bound by a common purpose: to help all people contribute to a thriving planet. Together we are proving the business case for sustainability so that it becomes business as usual.

In the process we are helping release the full potential of people inside every organisation to drive change and deliver positive impacts in their place of work, at home, in their communities and in wider society. This is beyond behaviour change. It is cultural change, and it's transformational.

Our 2019 Impact Report highlights the combined achievements of those organisations and their people who are committed to positive action. Every organisation and every individual within them should be proud of their outstanding contributions.

And of course, I am immensely proud of our team that delivers all our great work, many of whom have sought us out as their employer of choice - they believe what we believe. They have brought a level of unprecedented expertise, passion and drive that inspires me everyday.

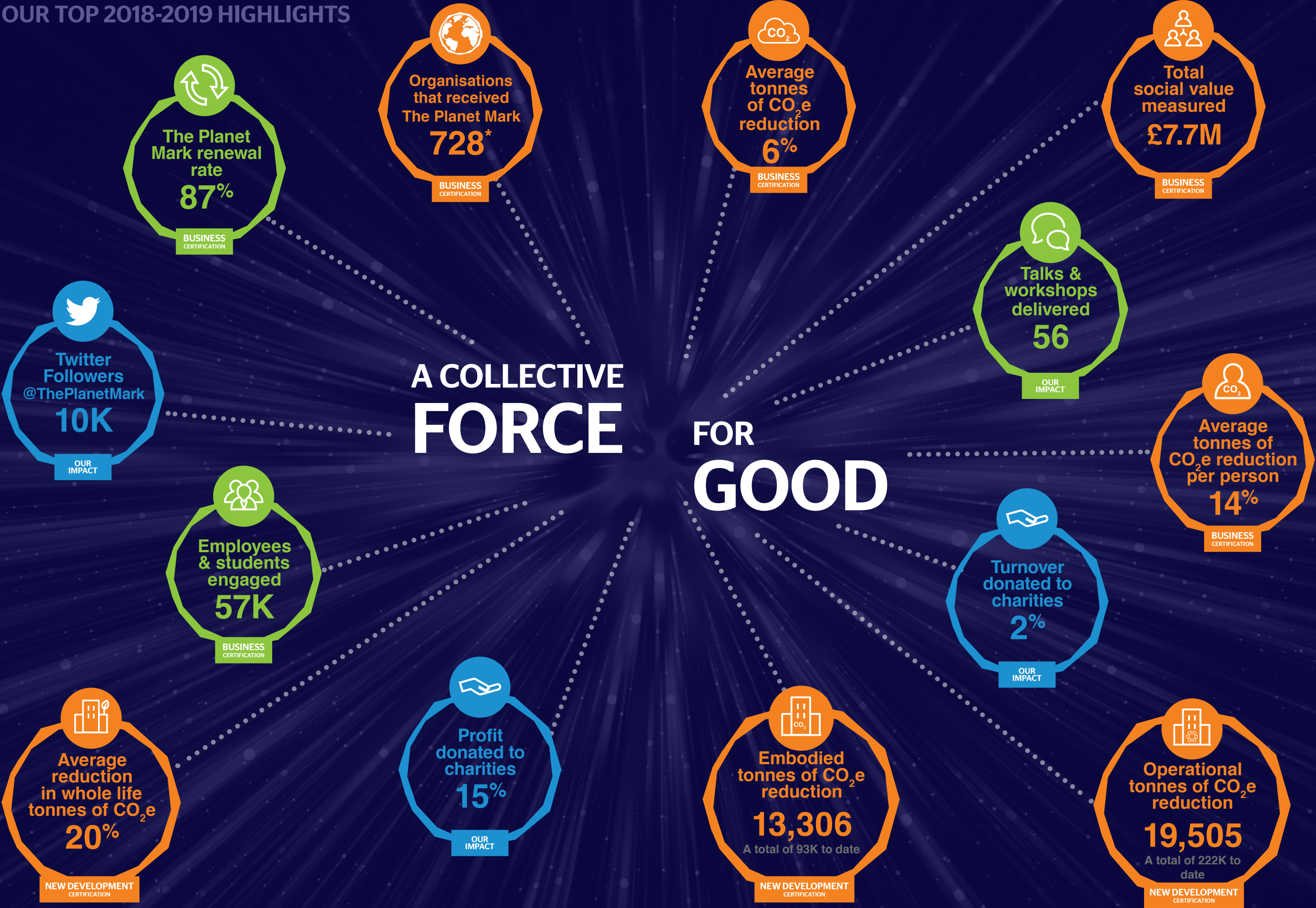
The Planet Mark community has grown and matured. We have responded by offering support in social value measurement, sustainability strategy and vision development, innovative engagement workshops and piloting The Planet Mark ZeroBy30 programme.

It means that we can start 2020 with even more knowledge, optimism and ambition, which we will need. This 10-year period to 2030 will determine our future. We are calling it the Decade of Action.

As a starting point, we believe that every organisation in the UK can and should be radically reducing their carbon emissions. We are launching our #1Planet1Choice campaign to help them cut carbon and spread the word. We hope that you will ask your customers and suppliers to join you on this journey. This is a chance for the business community to show leadership so that together we are a collective force for good.



OUR TOP 2018-2019 HIGHLIGHTS



* Includes all bodies that hold or have held The Planet Mark for Business, The Planet Mark for New Developments and The Planet Mark Start



MEASURE

A robust understanding of your total impact on the world is essential for progress.

29th July, 2019 was Earth Overshoot Day; the day humanity used up the allowance of the planet's resources for the entire year. For the rest of 2019, our resources-use is unsustainable in the long term. To be able to change, we must begin with a clear understanding of our total impact on the world.

At The Planet Mark we apply rigor to everything we do so our members may understand their truth and plan their progress. Every certification sits on a foundation of data that is accurate, clear and robust. We have created a simple way for any organisation to get a picture of their environmental impacts using one metric – tonnes of carbon dioxide equivalent (tCO₂e)

Streamlined Energy and Carbon Reporting (SECR):

This summer, the UK Government set a target for the country to become net zero in carbon emissions by 2050. In the years that come we can expect more stringent legislation. In April, The Streamlined Energy & Carbon Reporting (SECR) framework was launched. We mapped the requirements and we are proud to say that The Planet Mark measurement is aligned, and we can support you with your SECR reporting.

The Planet Mark ZeroBy30: Whilst the UK 2050 net zero target is a positive step, the science tells us that to avoid irreversible climate damage, we must achieve this by 2030. That is why we are currently piloting our ZeroBy30 programme which aims to catalyse transformational climate action that achieves net zero carbon by 2030. Our vision of a thriving planet requires big ambitions and urgent action, so we hope that many of our members will take this challenge on in the coming year.

Social Value measurement: Using the same level of rigor as we do in carbon measurement, we successfully piloted our measurement of social value this year. This enables members of The Planet Mark to show a more holistic and truer measure of an organisation's positive contributions to society, the environment, and their local economies.

Looking ahead: You can't manage what you don't measure. The Planet Mark certification exists to give organisations an understanding of truth; where you are, where you want to go and how you are progressing. As we grow, we will always rest on a foundation of robust methodology and look for ways on how we can push the boundaries to provide total impact measurement.



Sustainability has a commercial perspective as we're saving money at the same time. Join The Planet Mark and make a big difference not only to the environment but also to your staff morale and your bottom line. The expertise that the Planet Mark team shares is outstanding."

Nick Keyte, Managing Director
Gieves & Hawkes

The Planet Mark categories of carbon measurement:



The Planet Mark categories of social value measurement:



How the certification works:



ADDITIONAL HIGHLIGHTS | MEASURE



THE PLANET MARK NEW DEVELOPMENT CERTIFICATION

Our certification for buildings under construction delivers whole-life carbon savings, social value and sustainability practices that become business as usual in the construction sector. The certification follows The Planet Mark 3-step process, measuring the carbon emitted over the whole lifecycle of the building and encouraging the innovation of sustainable design from the supply chain. We engage suppliers, local schools and the occupiers, and provide materials that help communicate the sustainability of the building and enables the main contractor gain points on the Considerate Constructors Scheme.



Our social
value
£295K

OUR
IMPACT



Total
tonnes of
CO₂e saved*
212,734

BUSINESS
CERTIFICATION



Square
feet under
certification
2,347,369

A total of 29.3M to
date

NEW DEVELOPMENT
CERTIFICATION



Tonnes of
CO₂e saved
32,811

A total of 315K to date

NEW DEVELOPMENT
CERTIFICATION



Total new
development
certifications

9

A total of 72 to date

NEW DEVELOPMENT
CERTIFICATION

* 37% of businesses achieved an absolute carbon reduction.

ADDITIONAL HIGHLIGHTS | ENGAGE



Tickets
given to The
Eden Project
1128

BUSINESS
CERTIFICATION



Acres of
rainforest
protected
74

BUSINESS
CERTIFICATION



School
certifications
48

Total to date

NEW DEVELOPMENT
CERTIFICATION



School
workshops
13

A total of 65 to
date

NEW DEVELOPMENT
CERTIFICATION



School
workshop
attendees
1,099

A total of 4.5K to
date

NEW DEVELOPMENT
CERTIFICATION



HELPING YOUTH DRIVE CHANGE

Holders of The Planet Mark are empowering young people and schools by measuring and reducing their carbon emissions. The Planet Mark's schools programme can be sponsored by businesses to help local school children learn about sustainability. Schools work to achieve The Planet Mark certification, and benefit from a full-day workshop delivered by the inspiring Eden Project education team.



The Planet Mark has created an elevated awareness of sustainability at Janitorial Express which has actually generated a 'buzz' with staff 'buying in' to the concept whilst looking for new initiatives to reduce our carbon footprint.

Peter Clenshaw, Operations Director,
Janitorial Express



ENGAGE



Collaboration and knowledge-building of all types are absolutely essential if we are to create a thriving planet.

Millennials will make up three-quarters of the workforce in 5 years and 70% of them say they are more likely to choose to work at a company with a strong sustainability agenda. No matter what a business sells, bringing staff into two-way conversations about achieving sustainability goals gives them purpose beyond their day job. This not only leads to retention of great talent but to innovative solutions at all levels.



In-depth workshops: At The Planet Mark, we don't just certify a company and walk away. We have delivered 56 workshops and talks this past year that have helped companies and their industries embed sustainability in everything they do. This year, we added a number of new workshops to include topics in sustainability communication, reporting and strategy & visioning.

The Eden Project visits: We firmly believe that a connection with nature leads to action. This is why we are proud to have given 1128 Eden Project tickets to our members.



Suppliers and customers: Through our #1Planet1Choice events launched this year, we bring like-minded companies together to share ideas, sustainable suppliers and enlightened customers. They learn from one another and work together to create a thriving planet. And along the way, they win new business from each other which adds to the return on investment from The Planet Mark.

Looking Ahead: The key to creating a vibrant and sustainable company is to find ways to get all employees, from top executives to front-line workers, personally engaged. This is why we constantly listen to our members and conduct research to ensure our advice and toolkits evolve as you do. We aim to empower your employees and suppliers with knowledge and passion to make practical progress.



COMMUNICATE

The world needs creative communications that change hearts and minds.

There has been an huge increase in the demand for higher transparency on environmental, social and governance issues, but what people deem as credible is being called into question. In a world of fake news, people tend to act with their heart and emotions, and with a lack of trust in organisations, they look for certainty in third party checks. It's no longer enough to state your progress; customers want proof, they want the full story and they want to believe you.

Communicate far and wide: The Planet Mark certification allows you to speak with confidence and authenticity. The more your business is honest and open, the more your customers and employees will be sure about your intent and reward you with loyalty and trust. The certification is only achieved if there is year-on-year improvement, so it has become a symbol of sustainable progress. So much so that our members use The Planet Mark everywhere from packaging and fleets of cars to websites and social media. This is why this year we revamped our brand to make The Planet Mark easier to share and more impactful. Our suite of marketing assets has evolved into materials that our members are very proud to share.

Sustainable Development Goals (SDGs): With a rapidly changing global economy and mass climate protests around the world, the UN's Sustainable Development Goals have become widely recognised as a practical way to demonstrate a company's sustainability progress in a global community. Our certification allows you to measure and communicate your contribution to up to seven SDGs.

Put purpose at the heart of your business: We know that purpose-led brands out-perform competitors in almost every metric than purely profit-led brands. This is because purpose allows your business to stay agile in a rapidly changing world, deepen ties with stakeholders and over time, generate sustained profitable growth. Our new workshop on purpose helps businesses find their purpose, live it and share it.

Expanding our communications capability: This year we hired a Head of Communications, invested in training for our marketing team, hired a videographer and social media expert, and put processes in place to ensure we consistently speak with optimism and empathy.



Our business takes much pride in communicating to our clients and professional connections what we achieve through The Planet Mark programme in showing year on year development of tangible reductions in our use of energy and waste production. This is desire led and remains at the core of the ethics of our ongoing business model."

Esther Dadswell, Director
Chapters Financial

SUSTAINABLE DEVELOPMENT GOALS



ADDITIONAL HIGHLIGHTS | COMMUNICATE



CHOCOLATE FROM THE RAINFOREST

By working with Cool Earth, we present one acre of protected Peruvian Amazon rainforest with every certification. The Asháninka are an indigenous people that live there. Harvesting and selling cacao provides them with a sustainable income stream. This is crucial to combat the challenges they face from illegal logging, mining and deforestation. Chocolarder in Cornwall buys these beans, creates hand-crafted chocolate and our members can buy it at 10% off. What better way to say thank you to your loyal employees and customers than giving them chocolate straight from the rainforest they helped to protect?



Five star
reviews
Trustpilot
8

OUR
IMPACT

Please rate us!
[uk.trustpilot.com/review/
theplanetmark.com](https://uk.trustpilot.com/review/theplanetmark.com)



Entries into
our Awards
45

OUR
IMPACT



LinkedIn
Followers
1,517

OUR
IMPACT



Average
number of
SDGs reported
5

Out of possible 7

BUSINESS
CERTIFICATION

OUR CHARITIES | THE EDEN PROJECT & COOL EARTH



eden project



coo|earth





We are delighted to partner with The Planet Mark in the fight against climate change. Protecting tropical rainforest makes a massive impact on carbon emissions worldwide. But it's important to recognise that actions closer to home can also play a big part. That's why we track and report on our carbon footprint with The Planet Mark and why we're delighted to see it reducing so dramatically year after year, despite the growth of our operation.

Matthew Owen, Director
Cool Earth

eden project



OUR COLLABORATIONS

Collaboration across disciplines is needed to make exponential progress

Increasingly, sustainability progress depends on transforming the way entire industries function. This requires going beyond business model innovation to business system innovation. We are committed to forming meaningful working collaborations and partnerships, with like-minded organisations and bodies to help all organisations move to truly sustainable models.

The Eden Project: The Eden Project has been a close partner of The Planet Mark since our launch in 2013. Our relationship with the Eden Project is fundamental to The Planet Mark as we help build connections between people and nature. The Eden Project, an educational charity, connects us with each other and the living world, exploring how we can work towards a better future. We donate 5% of every Business Certification fee to the charity to support new projects, education programmes and industry-specific training run by the charity.

Cool Earth: Cool Earth is the non-profit organisation that works alongside rainforest communities to halt deforestation and climate change. It is supported by Her Majesty The Queen and Sir David Attenborough. The Planet Mark protects one acre of rainforest for every business certification every year. You can also go further by protecting additional acres and by passing the message on to other businesses.

Social Value Portal: We use the Social Value Portal's framework to help our members measure their social value, that is the contribution of their business and their people to society, the environment and the economy. The Social Value Portal is an on-line solution that allows organisations to measure and manage the contribution that their organisation and supply chain makes to society. Their solution allows organisations to report both non-financial and financial data and rewards organisations for doing "more good" in the community.

Looking Ahead: We are working with the trade associations and industry bodies to build sustainability knowledge and reduce carbon emissions in companies across their sectors. We cannot do this alone. It is through our partnerships and collaborations that we can create a thriving planet, and be a collective force for good.

THE BEGINNING OF A DECADE OF ACTION

Our vision of a thriving planet requires big ambitions and urgent action.

The climate has changed, and so must we. There is a growing movement and awareness that the climate crisis is real and taking hold. Millions around the world have joined the schools strikes for climate, Extinction Rebellion, and many other local protests. Mark Carney, the governor of the Bank of England, has warned of an abrupt financial collapse if we delay our transition to zero carbon emissions.

We believe that it is our actions that define us and climate action is what is desperately needed. Whilst we know the Government is a part of the solution, we feel that legislation is too slow for the urgency that is needed. Organisations and their people hold the key. To help accelerate cultural change, we are going right to the source and enabling organisations to start positively transforming society, the environment and the economy now.

Turning activism into action

We at The Planet Mark want to turn activism into action so organisations can easily show that they are tackling climate change by reducing their carbon emissions year-on-year for the next 10-years. We will certify those organisations and every person employed by them so that brands, businesses and their people can use The Planet Mark as a means to show their direct action on climate change whether at work or at home.

In January 2020, we will launch our “Decade of Action” campaign asking UK organisations to lead the world as we enter the most important 10-years of the climate crisis.

#1PLANET1CHOICE

Our goal is to get every registered company, charity and public organisation in the UK to measure and reduce their carbon footprint. At the same time, every organisation will also experience the quantifiable business benefits of ‘doing the right thing’.

There is no them. Just us. It is up to every business to take ambitious action and encourage suppliers, customers, communities and investors to do the same. We are determined to provide the inspiration and information needed to fundamentally change organisational behaviours towards climate action.

We can all contribute to a thriving planet, and together, we are a force for good.



ABOUT THIS REPORT

REPORT BOUNDARIES

The data for the measure statistics takes into account businesses and new developments awarded The Planet Mark in 2018, i.e. with a data reporting period ending in 2018. Schools were not included, nor businesses that had not submitted data in time for the deadline. Two businesses were excluded from comparison with the previous year due to the first year of reporting being based on largely estimated data.

The data for the engage statistics includes workshops delivered to certified businesses and schools within the calendar year 2018.

Communicate data accounts for performance in 2019, and reflects Planet First and The Planet Mark's position at time of publishing (October 2019).

AUDITOR'S STATEMENT

The reviewer, Dr. Craig Jones of Circular Ecology, has reviewed cumulative carbon emission data for business certifications to The Planet Mark for 2018. The reviewer did not find evidence to doubt the accuracy of the data on cumulative emissions; median emission reduction, relative; absolute emission reduction for organisations that reduced; and median emission reduction per employee, relative. This statement applies to these indicators only.

He has also reviewed carbon emission data for new developments certified to The Planet Mark for 2018. The reviewer did not find evidence to doubt the accuracy of the data.



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**MAKE THE
WORLD OF
DIFFERENCE**

**NOW IS THE TIME TO
MAKE YOUR MARK.
MAKE IT A POSITIVE
ONE.**

**Join our community to
make a world of difference.**



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