

Empowering change for a *BRIGHTER* future



CEO STATEMENT

The fourth Planet Mark Impact Report coincides with COP26 and another step forward for the global community in our actions to halt the climate crisis. The report is a summary of the actions of the entire Planet Mark community, and it is so exciting to see the outstanding results we have achieved together.

All of our members have made contributions to the results presented in this report and I would like to thank every person in every organisation that we certify - your actions really do make a difference. If every organisation around the world achieved what you have, we would be well on our way to zero carbon. Knowing that these results are within our grasp, it is so exhilarating to see the Planet Mark community growing so rapidly. Thank you to everyone who has joined us and to those who continue to recommend our programme.

Why is this so exciting? This year, our members saw an average reduction of 24% in absolute carbon emissions – an incredible achievement that has more than surpassed the emissions targets for 2030*. An enormous 98% of our members achieved successful recertification this year.

These results have come as many of our members have continued to feel the repercussions of the global pandemic in new and challenging ways. And we continue to see the dramatic and destructive effects of the climate crisis. As we get deeper into this critical decade, the need to take action is even more urgent, so it is a pleasure to see the resolve of our community to deliver positive impacts for society and the environment.

2021 was a year we slowly regained the freedom to leave our homes. It is fair to say the Planet Mark team took this idea and ran with it. In our most ambitious plan yet, the team launched the Zero Carbon Tour, taking a fully electric bus (the

Carbon Battle Bus!) across the UK to demonstrate the need for a net zero world. On the road to COP26 in Glasgow, we have talked to over 7,000 people in 45 towns and cities across the United Kingdom, culminating in the Zero Carbon Tour Grand Finale on Pall Mall in November. I extend our thanks and gratitude to the countless people and organisations across the country that made this event one of the highlights of my working career.

To achieve all of this alongside our measurement, engagement and communication work as part of every certification we issue, has been nothing short of remarkable. This year, we rebranded the Planet Mark, doubled in size and nearly 100,000 employees have been engaged in the certification process. Of course, this is only a fraction of the people impacted by our community's positive work as our positive influence continues to grow. I would like to thank my incredible team in making this possible.

As a community of likeminded people, our work continues to progress and push new boundaries. I believe we are doing something very special, but I sense that we can do more. Zero carbon, social justice and the regeneration of our planet are our goals. I look forward to working with you all to help make that happen.

Thank you all,

Founder and CEO
Planet Mark

* includes all bodies that hold or have held Planet Mark for Business and Planet Mark for Developments since Planet Mark was founded



Our purpose directs *us*

Since our launch in 2013, the Planet Mark community has grown exponentially but our mission has remained the same: to enable meaningful change that creates a more sustainable, equitable world.

We do this by supporting forward-thinking businesses in their sustainability goals and certifying their achievements. Planet Mark certification 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 Planet Mark certification, an organisation must reduce their carbon footprint every year, commit to engage their staff and commit to communicate externally.

When you see a Planet Mark certified member, you know that they are driving continuous positive change through their actions, people and reach. 2020 – 2030 was identified

as the Decade of Action, a period when we would need to tackle the climate crisis and halt biodiversity loss. As the UK hosted COP26 in Glasgow in 2021, the finishing line for the Zero Carbon Tour, there is a great sense of hope and action among our members for a brighter, net zero carbon future.

Our values guide us, we are:

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

Robust: We apply rigour to everything we do so we may speak with confidence and authenticity.

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

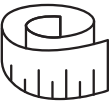
Collaborative: We are united by our common purpose and join forces to make a positive difference.

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

Our three-step process gets us there

1. Measure

We measure your data with rigour so you can report your progress with confidence and authenticity.



2. Engage

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



3. Communicate

We give you tools to communicate your progress which builds a trusted and positive brand.



Our 2020 results

- 98% Planet Mark success rate
- 854* Total organisations received Planet Mark up by 17%
- Planet Mark donated 2.9% of its turnover and 163% of net profit to charities
- 23.5% Average tonnes of CO₂e reduction *
- 17% Average tonnes of CO₂e reduction per person**
- £13,797.08 Average social value per employee
- 141,183 Total tonnes of CO₂e saved
- 1,714 Employees engaged in workshops and webinars
- 66,195 Operational tonnes of CO₂e reduction in Developments
- 43,455 Embodied tonnes of CO₂e reduction
- 24% Average reduction in whole life tonnes of CO₂e in Developments
- Total new development certifications 7. Cumulative 38
- 1,487,366 Square feet under certification
- 28,659 Tonnes of CO₂e saved in Development Certification Cumulative 345,045

* includes all bodies that hold or have held Planet Mark for Business and Planet Mark for Developments since Planet Mark was founded

** we recognise that the Covid pandemic reduced carbon emissions for many organisations in 2020

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This year, our members saw an average reduction of 24% in carbon footprint – an incredible achievement that has more than surpassed the emissions targets for 2030

Steve Malkin
Founder and CEO
Planet Mark

1. Measure

A rigorous measurement process for sustainable *PROGRESS*

This year's COP26 on climate change and biodiversity reinforced the depth of our planetary crisis. The pandemic has continued to highlight the need for resilience and adaptability of all kinds in business. It has also offered a window into the possibilities of innovation to continue thriving in a changed world.

Our community has been a source of pride in the last year for its perseverance of environmental sustainability throughout dramatic shifts in the way we live.

Carbon measurement:

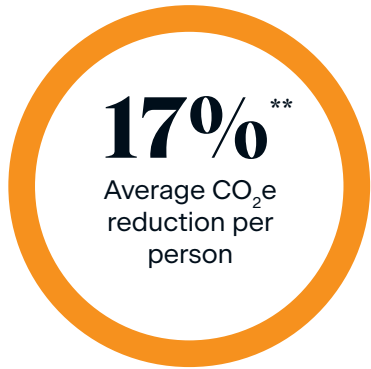
We believe that sustainable change must begin with a clear understanding of our total impact on the planet. That is why we have created a simple way for any organisation to measure their environmental impacts in one metric – tonnes of carbon dioxide equivalent (tCO₂e). This ensures that every certification sits on a foundation of data that is accurate, clear, robust and easy to measure progress against.

Social value:

Planet Mark is designed to be a complete mark of sustainability. Having applied a robust methodology to measuring businesses' environmental impact, we also apply this same approach to quantifying the impact of social activities. This helps tell a wider sustainability story and engage their employees in the sustainable process. We are hugely proud that the Planet Mark community has delivered over £338.8 million in social value contributions since its introduction in 2018.

ZeroBy30:

The IPCC (Intergovernmental Panel on Climate Change) report released this year has been unequivocal in its call for immediate action if we are to achieve global climate goals. Whilst the UK's 2050 net zero target, enshrined in law, is a positive step, we must achieve this goal by 2030. In 2019, we proudly introduced ZeroBy30, a commercially viable programme with a transformational roadmap to achieve net zero carbon by 2030. Seven of our members are currently involved in our ZeroBy30 programme.



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Looking ahead | go net zero carbon



The shift to a net zero future is already happening. It is creating new jobs and opportunities, driving inclusive, sustainable growth and creating a resilient world. At Planet Mark, we are helping companies shift beyond compliance, targeting absolute reduction goals for Scope 1, 2 and 3 emissions. We want to help accelerate our members from ambition to action and have implemented workshops, action plans and roadmaps to help our members become a part of a net zero future.



2. Engage

Creating connections for sustainable CHANGE

This past year has shown us that meaningful connections can be made in a variety of ways. Our community has come together to create a better world, be it digitally or in person. A common purpose unites us and we believe that connectivity is essential to creating widespread change.

Taking Planet Mark across the country:

In 2021, we created the most ambitious engagement campaign in Planet Mark's history – the Zero Carbon Tour. As an official partner of the UN-backed Race to Zero Campaign, we visited 45 towns and cities across the UK and Northern Ireland. Engaging with over 7,000 people, the events illustrated the phenomenal array of actions the business community is taking to address the climate crisis. Our partnership with Race to Zero reinforces our commitment to the campaign's overarching goal of halving carbon emissions by 2030 and achieving net zero emissions as soon as possible.

Virtual workshops and webinars:

As the world of business has become more accustomed to virtual events, we have adjusted the mechanisms by which our workshops and seminars

are delivered, so that they can be held digitally or in person. Through a combination of workshops and webinars we were able to help educate over 1,700 participants.

Bringing a piece of Eden to every business:

Our relationship with the Eden Project is fundamental to Planet Mark. Together, we help build connections with each other and the living world, exploring how we can work towards a better future. Nature is a critical part of the solution to achieving global climate targets, and we believe that a connection with nature leads to action. We are proud to have provided 1,908 Eden Project tickets to our members in the 2020 reporting period.

Acres of rainforest protected:

By keeping the rainforest standing, Cool Earth's projects are reducing the carbon emissions from the land while allowing local communities and biodiversity to thrive. We believe that people are at the heart of sustainable solutions and by protecting rainforests with Cool Earth our membership protected an area the size of 222 acres in 2020.



Provided 1,908 Eden Project tickets to our members



School certifications through Development Certification 14



Through partnership with Cool Earth our membership protected an area the size of 222 acres in 2020.

Looking ahead | Online community platform



The Covid-19 crisis has highlighted the importance of staying digitally connected. That is why in 2021, we brought forward the roll out of the Planet Mark Community Platform. We have long wanted to bring you, our community, together online as well as in our physical events. We know that these connections are where the true magic takes place. Each of these engagements can provide the insights, knowledge and inspiration needed to accelerate progress towards a sustainable future.



3. Communicate

The way we talk about climate change has never been more *IMPORTANT*

Understanding about sustainability, net zero and climate action has mainstreamed in recent years, with COP26 and the IPCC reports further elevating the conversation this year. Transparency, honesty and integrity have never been more important for businesses be it on climate, social value, or issues of diversity, equity and inclusion. Fact-based, honest and clear communication on a business or organisation's sustainable activity can empower communities and enhance brands.

Planet Mark, communicating with clarity:

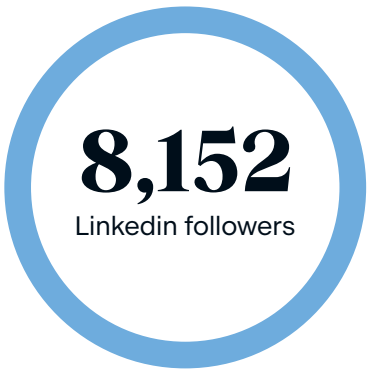
99.9% of studies are in agreement that the climate crisis is being caused by human activities. However, the urgent need for action and the innumerable benefits of a sustainable future are less commonly understood. This is an issue of communications. By basing every certification on a robust carbon measurement methodology, Planet Mark certification allows members to speak with confidence, transparency and authenticity. And in doing so has become an international symbol of sustainability. This year, we celebrated a significant rebrand. We have internationalised, radically simplified the logo and created new assets for our members to use to communicate their achievements.

United Nations Sustainable Development Goals (UN SDGs):

With 193 governments agreeing to deliver 17 SDGs tackling major global challenges by 2030, the UN SDGs have allowed businesses to speak the same language around social and environmental impacts. Planet Mark certification allows members to measure and communicate their contribution to up to nine SDGs including Affordable and Clean Energy, Sustainable Cities and Communities, Climate Action and Reduced Inequality.

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of studies are in agreement that the climate crisis is being caused by human activities.



Looking ahead | Expanding our communications capability



We were the first certification programme to recognise that communication is fundamental to the success of every sustainability journey, and key in accelerating our transition to zero carbon. Our Zero Carbon Tour delivered more media exposure for the Planet Mark than any other campaign. It took us from the Houses of Parliament to the G7 and to COP26. We will keep this momentum going. We are creating a dedicated customer communications team and expanding our marketing team to support our members in their communications. We have partnered with Maitland/AMO to continue to raise the profile of your certification, tell your stories and amplify the recognition of Planet Mark in the UK and beyond, so we are known as a mark of sustainability and zero carbon.



OUR partnerships



Uniting agents of change

We believe that forming meaningful working collaborations and partnerships with like-minded organisations and bodies is essential to creating systemic change for our planet.

We are proud to work with so many influential business and trade associations. We have partnered to help organisations across industry sectors to upskill and embrace sustainability and accelerate our transition to zero carbon.

Advertising Association
BCFA
BEIS
BPCA
Circular Ecology
Climate & Ecological Emergency Bill Alliance

COBIS

Cool Earth

Crowdfunder.co.uk

Disability Confident

Ecodesk

Ecologi

Google Digital Garage

Heart of the City

HTA

Includability

Integra

LOFA

ORB

Propel Teams

Race to Zero

Social Value Portal

Terra Carta

The British Institute of Cleaning Science

The Eden Project

The Institute of Directors

The Mental Health Charter

The Royal Warrant Holders Association

This Week in FM

Uhub

UK Green Building Council

Looking ahead | Industry collaboration at scale

In the coming year, Planet Mark is focusing on deepening its connections with Trade Associations. Recognising their importance in driving a sustainable change on a systemic level.

As pioneers of best practice and trusted sources of expertise, integrating the Planet Mark methodology into Trade Association communications such as newsletters, magazines, webmails, live events, roundtables, conferences and webinars can help drive change for entire industries.

If we are to meet the targets of the 2015 Paris Climate Agreement we must begin to enact change on an industry-wide scale.

Every year counts in the crucial Decade of *ACTION*

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

The IPCC report launched in August of this year underlines the necessity of urgent climate action. While the report has made it abundantly clear that more work is needed, there are also clear signs of progress. The delayed COP26 is a welcome opportunity to coalesce world and industry leaders into cohesive climate action. 92 countries and the European Union have committed to reverse biodiversity loss by 2030 for sustainable development.

Much like Planet Mark certification, target setting must coincide with rigorous and measured action. We know we must change and we know the timeframe in which we must do it. Our firm belief is that we can halt climate change, put an end to biodiversity loss and create thriving communities, and we must.

Throughout 2021 we have seen huge, disruptive changes to circumstance in the name of providing a healthier, safer world for all who inhabit it. The climate crisis will be no different.

Turning action into transformational change

We must – now and forever – reinvent the relationship between people and the planet. It's time to remodel the way we collaborate and reach decisions, with a rekindled sense of solidarity and community, on a global scale. Planet Mark members are bound by a common purpose: to help all people contribute to a thriving planet.

Our objective is to help every organisation to measure and reduce their carbon footprint, transition to net zero and enhance their contributions to society. Help us to make this happen by asking your customers, suppliers and communities to join us on this journey.



**It's time to remodel
the way we collaborate
and reach decisions
with a rekindled sense
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Our sustainability STRATEGY

Creating total value

Since our inception in 2013 we have put sustainability at the heart of everything we do. We believe that we must all work together to halt the climate crisis and embrace sustainability, and Planet Mark members share this common purpose. Planet Mark itself is no exception to this belief. Our sustainability strategy "Make the World of Difference" brings all our sustainability activity together in one plan, thereby enabling us to be more agile to change and understand the interconnectivity between our environmental, social and economic impacts as a whole. This way, we will achieve greater business benefits and a greater positive impact in the world; this is what we call, Total Value.

Our sustainability strategy vision and goals

The world is at a social and environmental tipping point, so our contribution to creating a thriving planet requires bigger aspirations and urgent action. This is why we are setting an ambitious vision to make Planet Mark the most easily recognised sign of progress in sustainability. To make this happen we have set 25 ambitious 2024 goals, aligned to the global SDGs. We know there will be bumps along the way, so setting targets on a yearly basis will give us the freedom within our framework to adjust our tactics with agility and ensure we are doing everything we can to achieve these long-term goals.

Our vision is to make Planet Mark the most easily recognised sign of progress in sustainability.

Diversity, Equity and Inclusion

We are committed to educating ourselves, our community and beyond; helping to fix systems that lead to racism and social injustice. Diversity, Equity, and Inclusion is at the very core of Planet Mark, it is intrinsic to who we are and everything we believe in. Without it, sustainability itself is unachievable. In 2021, we became a member and advocate of the Mental Health Charter, a Disability Confident Registered Employer and were proud to publish our Diversity, Equity and Inclusion Statement'.

Walking the talk

We want to ensure we are walking the talk in every way and offer a shining example of what a sustainable business can accomplish. We will bring all our stakeholders along on the journey through our annual Impact Report and we promise to be transparent with our successes and challenges. We want to help our members make progress too so get in touch if you would like help developing your sustainability strategy. You too can make the world of difference.

Net zero emissions

Planet Mark has offset carbon emissions equivalent to twice its operational carbon footprint by purchasing 9 tCO₂e offsets and planting an additional 100 trees with a Gold Standard portfolio.

We're also committed to completing our own ZeroBy30 programme and will be net zero no later than 2030.

Looking forward

Our sustainability strategy is in constant development as we seek to push the boundaries of sustainable business. As such, we measure and re-evaluate our sustainability goals every year. This year, a new, more encompassing declaration on Diversity, Equity and Inclusion was created to embed DEI performance indicators into all of our work. From January 2022, Planet Mark is dedicated to supporting an external charity that is selected by our employees.



Our 2024 GOALS



Empowering our employees

Company culture and inclusivity

- ✓ Achieve a minimum 75% workplace culture and inclusivity score on our employee survey. Living sustainable lifestyles – in the 2021 staff survey, an 86% score was achieved.
- 🔄 Create a sustainable lifestyles toolkit and provide resources for employees to embrace it – In progress.

Wellbeing and health security

- ✓ Achieve minimum 75% health and wellbeing satisfaction rating on our employee survey. Employee development – in the 2021 staff survey, an 86% score was achieved.
- ✓ Ensure 100% of staff have a tracked development process with embedded goals and targets from our sustainability strategy – Completed.

Transforming our business

Transition to net zero carbon

- 🔄 Ensure Planet Mark achieves net zero carbon by 2030 using the ZeroBy30 programme – In progress.

Walking the Talk – In progress

- ✓ Achieve Planet Mark Certification every year – Completed.
- ✓ Include SECR reporting in our annual accounting requirements – Completed.
- 🔄 Maintain the highest data quality score (20 points) with Planet Mark Certification and improve the capture of qualitative data/stories – In progress. We scored 19 out of 20 in data quality score.
- ✓ Report and strategically review our social value contribution year on year – Completed.

Innovation and digital transformation

- 🔄 Achieve the goals of our Digital Transformation Project – In progress.

Access to the profession

- 🔄 Widen the access to the sustainability profession by creating a collaborative programme – In progress.

Responsible procurement and travel

- ✓ Develop and implement a sustainable travel policy – Completed.

Corporate governance

- ✓ Improve our sustainability knowledge management systems on an annual basis – Completed.



Supporting our members

Engaging the Planet Mark community

- 🔄 Increase the presence of Planet Mark internationally – In progress.

Social justice

- 🔄 Create a Social Justice Charter for our business and encourage our members to join – In progress.

Communications and stakeholder engagement

- ✓ Create and embed engagement and communication measures within our certification – Completed.

The regenerative economy

- 🔄 Support the UK to deliver a regenerative economy through our services, communications, and collaborations – In progress.

The circular economy and zero waste

- 🔄 Support the UK's transition to a circular economy through our workplaces, services, and communications – In progress.

Inspiring the world

Research and education

- 🔄 Demonstrate thought leadership on identified key sustainability issues – In progress.

Openness and transparency

- ✓ Report annually on our sustainability strategy progress – Completed.

Biodiversity and building a connection with nature

- ✓ Encourage global biodiversity progress through increased support to nature-based charities – Completed.
- 🔄 Create a "Connection with Nature" toolkit and distribute this to all members and our wider communities – In progress.

Collaboration and partnerships

- ✓ Use our reach and influence to expand collaboration between our members, industry bodies, competitors and Government – Completed.

Community contributions

- ✓ Achieve a volunteering rate of over 80%.
- ✓ Support the strategic aims of our key charity and community partners – Completed.



Empowering change for a *BRIGHTER* future

Report boundaries: The data for the measure statistics takes into account businesses and new developments awarded Planet Mark in 2020 i.e. with a data reporting period ending in 2020. Schools and events were not included, nor businesses that had not submitted data in time for the deadline. The data for engagement statistics includes workshops, talks and engagement activities delivered to certified businesses and the wider Planet Mark community in 2020. Communicate and Sustainability Strategy data accounts for growth in 2021 and reflects Planet Mark's position at time of publishing.

Auditor's statement: The reviewer, Dr Craig Jones of Circular Ecology, has reviewed cumulative carbon emission data for business certifications to Planet Mark for 2020. 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 Planet Mark certified for 2020. The reviewer did not find evidence to doubt the accuracy of the data.

Design of this Impact Report: A big thank you to Planet Mark member TBT Marketing for putting the design together for this Impact Report.

Printing of this Impact Report: We'd also like to thank Impress Print, another Planet Mark member, for the printing of this Impact Report. We have decided to do a very limited print run for the Planet Mark Annual Awards. This document is printed on FSC mixed (part sustainable, part recycled stock) and vegan compatible stock.