

SME spotlight: turning net zero ambitions into action

FORSTER COMMUNICATIONS

We were one of 61 UK B Corps to make a commitment to achieving net zero by 2030 last year — an incredible milestone for the B Corp movement but bold targets need precise action to turn them into reality.

In January 2020 we launched our Climate Positive Plan, a three-year blueprint to becoming climate positive by 2023 and our response to the need for change. It is based on the reality that as a consultancy with one central office, whose 'products' are largely intellectual, our environmental impacts are low.

We have no Scope 1 emissions and our Scope 2 emissions are minimal. Our opportunity for change lies with our broader community. In order to make a difference, we needed to think differently and consider all the skills and resources we can use as communications experts.

Our plan focuses on ourselves, our clients and our community. Each of these include specific areas that we must address to become climate positive; some we can directly control and others we can influence. We set three targets:

- Accelerate the process of reducing our own carbon emissions and by March 2022, all our suppliers will be committed to achieving net zero
- Inspire and support our clients to tackle the climate emergency and by April 2023, all our clients will have publicly committed to cut their carbon emissions
- Drive action with our team, our partners and others around us — learning and sharing, talking and debating, campaigning and celebrating together

Nearly 18 months in and we are [making good progress](#), turning our net zero ambitions into action by:

- Incentivising sustainable travel, paying 50p to employees and clients who cycle/walk to the office, awarding pedal points (extra holiday to employees who cycle/walk to work), and paying for cycle kit to stay safe/warm during winter;
- Becoming a dairy and meat free office;
- Helping colleagues cut carbon at home;
- Signing the Green Pensions Charter and switching our scheme;
- Helping our landlord switch waste suppliers so 0% (from the whole building) is sent to landfill;
- Building carbon footprint criteria into our office move – from building energy efficiency to recycled furniture;
- Informing and supporting our clients and community.

Our impact:

- 37% colleagues cycled to work last year and 92% received free cycling kit;
- 80% colleagues use 100% renewable energy at home;
- 70% decrease in carbon emissions from our offices – reaching net zero in March 2021 (Scope 1 & 2);
- 57% of suppliers committed to net zero or setting an emissions reduction target.

Get in touch if you have any questions, we'd love to hear from you - kate@forster.co.uk

You can read our latest impact report [here](#).