

# 2021 CLIMATE PROGRAM REPORT

PROGRESS TO COMBAT CLIMATE CHANGE

# INTRODUCTION

In February 2021, Infinite Global launched its strategy to **combat climate change**. As part of this program, we committed to several important goals:

- Reducing the impact of our business on the environment
- Increasing involvement by our people in this issue
- Playing an active role in shaping societal and business awareness and understanding of climate change

As signatories to the SME Climate Commitment, Infinite Global has pledged to reduce its carbon emissions by 50% by 2030, and achieve Net Zero status by 2050 if not earlier. In addition, we have committed to annual measurement and reporting of our global carbon emissions, as well as a progress report on our wider implementation of the climate change strategy. We are pleased to provide this inaugural report, which covers the 2021 calendar year.

“ On climate change, we often don’t fully appreciate that it is a problem. We think it is a problem waiting to happen.” - Kofi Annan

# CARBON EMISSIONS REPORTING

(1 January to 31 December 2021)

## METHODOLOGY

The above figures have been compiled using the **Business Carbon Calculator**, powered by Normative and offered through the SME Climate Hub. The Calculator follows the Greenhouse Gas Protocol, the widely used international protocol for carbon accounting – using science-based emissions data and a combination of business spending and activities to calculate estimated emissions. Figures were calculated separately for Infinite Global’s UK and US operations, in pound sterling and dollars respectively.

\* **Scope 2 (indirect)** emissions reflect estimates of electricity usage, as many Infinite Global offices are in serviced office facilities and are not billed directly for utilities. We are in on-going dialogue with our landlords about both access to information to support our measurement and reporting processes, as well as long-term sustainability strategies (such as sourcing of sustainable energies).

|   | UK          | US          |
|---|-------------|-------------|
| <b>Estimated Total Emissions</b> (tonnes CO <sup>2</sup> e) | <b>32.2</b> | <b>125</b>  |
| Scope 1 - Direct emissions                                  | 0           | 0           |
| Scope 2 - Indirect emissions                                | 6.88*       | 26.7*       |
| Scope 3 - Supply chain emissions                            | 25.3        | 98.8        |
| <b>Estimated Emissions per Full Time Employee</b>           | <b>1.89</b> | <b>3.68</b> |



## EMPLOYEE TRAVEL AND COMMUTING (SCOPE 3 EMISSIONS)

As a small business, we are only able to measure part of our **Scope 3** emissions (as reported above). Going beyond this would include asking our clients to disclose all of their own carbon emissions around the world, which we do not feel is achievable at the present time (but may be in the future). We do however feel it is important and possible to measure – and try to reduce –

our transportation and commuting footprint, which would also normally be included in **Scope 3** emissions.

The estimated figures below are based upon detailed information provided by the Infinite Global team about their commuting patterns and behaviors for the previous year. Each employee who worked as part of the

Infinite Global team in 2021 was asked to provide:

- Primary office location
- Average one-way commute, in miles
- Primary method of transportation
- Average number of days commuting to the office
- Types and numbers of business-related flights and hotels

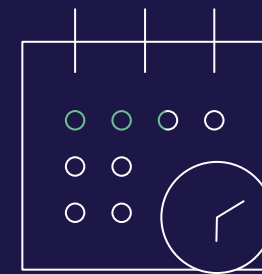
Average commuting days per week **2.32**

Average commute (one way, in miles) **4.42**

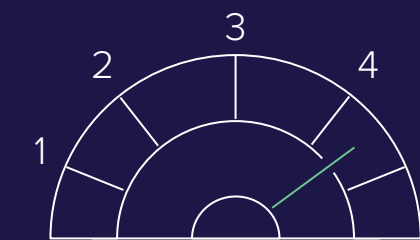
Total number of business flights (round-trip) **9**

Total number of business hotels (nights) **43+**

### Commute days



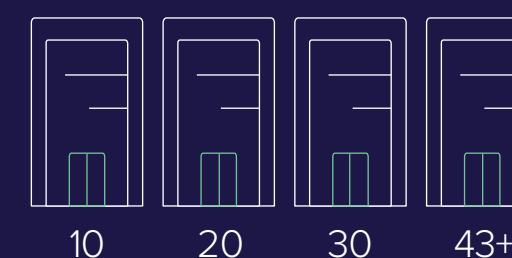
### Commute miles



### Business flights



### Business hotels

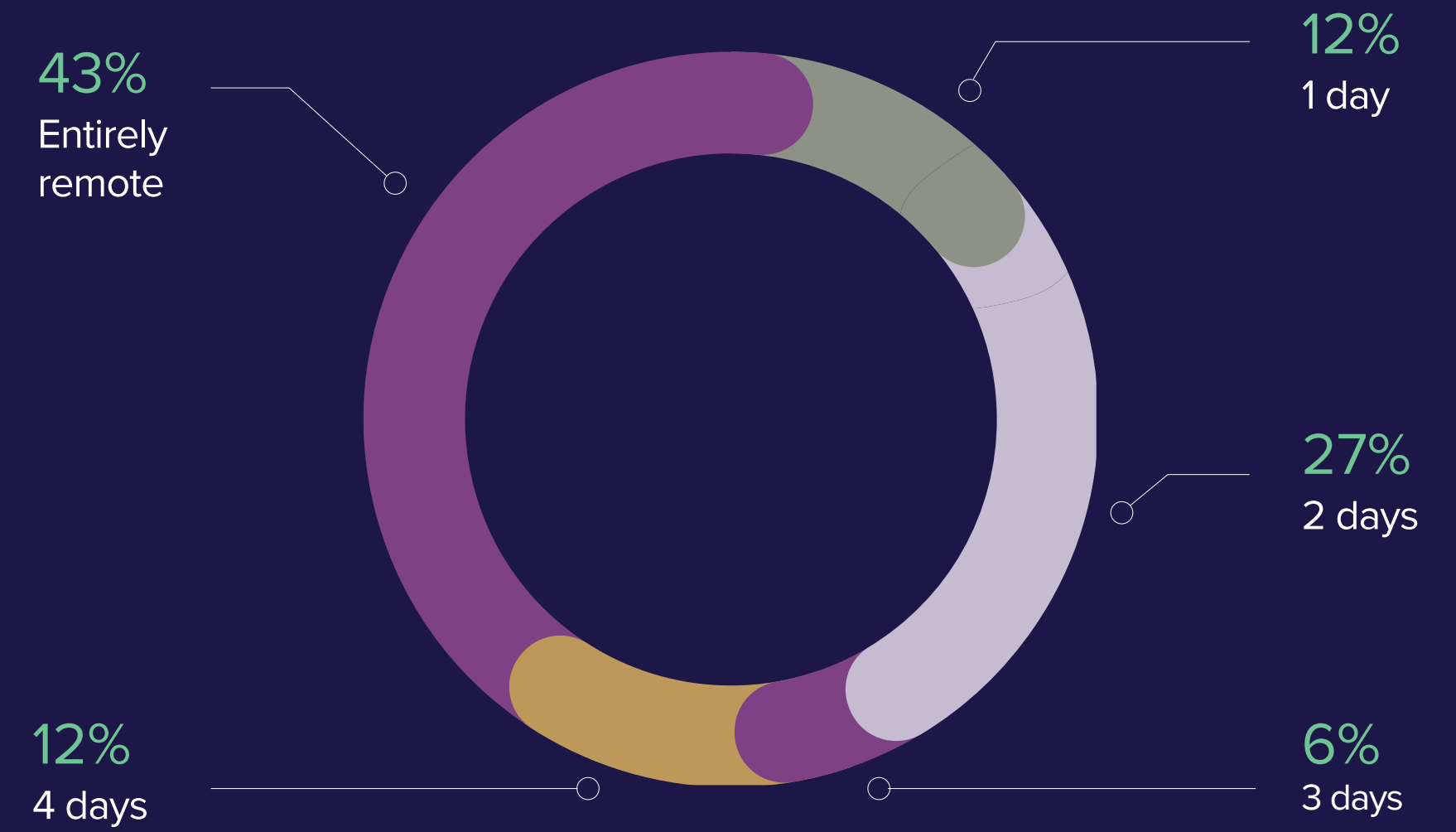


The overarching goal is to try to reduce, within the operational requirements of the business, the overall team's average commuting and business travel-related footprint. We will track these figures on a yearly basis, and over time work to minimize this figure on a per-employee basis. In the future, it may be possible to fully mitigate or offset any climate impact from employee commuting.

## COMMUTING METHOD



## AVERAGE COMMUTING DAYS



## AVERAGE EMPLOYEE COMMUTE (ONE WAY, IN MILES)

0-10 miles  
30 employees

10-20 miles  
2 employees

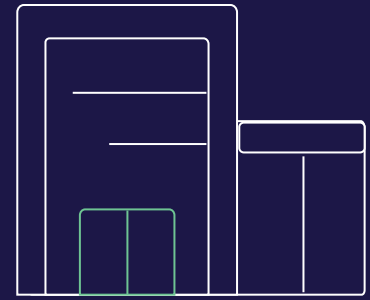
20-30 miles  
0 employees

30-40 miles  
0 employees

40-50 miles  
0 employees

50-60 miles  
1 employee

# PROGRAM HIGHLIGHTS TO DATE



## Optimization of global real estate footprint

- Undertook a comprehensive review and adjustment of global office real estate footprint, including strategic reduction in London to accommodate permanent hybrid working model and closure of Beacon (NY) satellite office
- Secured upgraded facilities in New York, and implemented insulation improvements in Kingston (UK) office



## Pro bono and charitable activities

- Supported several key retainer clients as part of the 2021 overall pro bono commitment, including strategic messaging work and media activity in relation to individual firm's own climate and ESG programs
- Announced a new pro bono strategic partnership for 2022 with the Climate Parliament



## Media activity and thought leadership

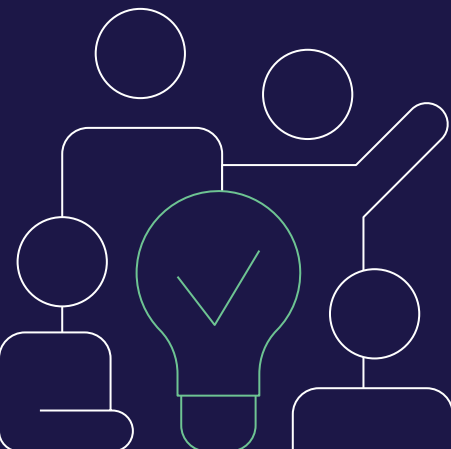
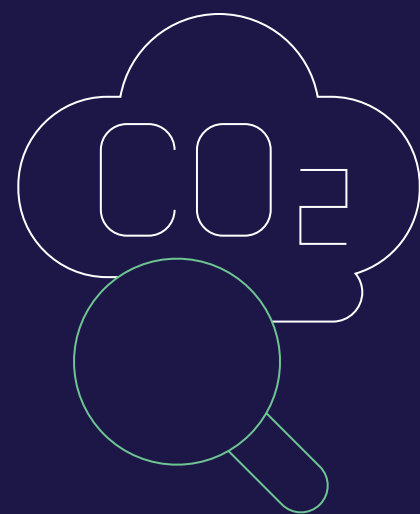
- Appeared as the focus of an in-depth Q&A article with PR Daily on the firm's climate strategy approach
- Made significant contributions to PR Week's first-ever industry survey related to environmental issues and challenges, including quotes in several resulting stories
- Provided wider commentary on climate-related reputational issues, resulting in media mentions in PR Week and The Guardian

# OVERALL PROGRESS AGAINST COMMITMENTS

## GOALS



- Reduce the impact of our business on the environment
- Increase involvement by our people in this issue



## INITIATIVE

## STATUS

|  |           |
|--|-----------|
| Establish an accurate base-line assessment of our environmental impact                         | Completed |
| Sign up to the SME Climate Commitment  | Completed |
| Establish a firm-wide environmental policy   | Underway  |
| Become a lower-waste organization  | On-going  |
| Seek to source more/all energy from renewable or sustainable sources                           | Underway  |
| Incorporate climate change credentials and commitment considerations into our own supply chain | Underway  |
| Continue to invest in technology and infrastructure that improves energy efficiency            | On-going  |
| Minimize, and completely offset, long-distance travel  | Completed |
| Encourage, and provide resources for, improved climate impact consciousness among our team     | On-going  |
| Run internal training sessions about climate impact issues, including external experts         | Underway  |
| Crowdsource ideas for other team initiatives   | Underway  |
| Achieve 50% reduction in carbon emissions by 2030, and net zero status by 2050                 | Underway  |

# OVERALL PROGRESS AGAINST COMMITMENTS

## GOALS



- Play an active role in shaping societal and business awareness and understanding of climate change



## INITIATIVE

## STATUS

Develop thought leadership position and associated content regarding linkage between climate change (and broader ESG issues) and reputation

On-going

Engage with relevant organizations, non-profits or NGOs focused on business and climate change impact

Underway

Engage in debate over the role for PR and media industry on climate change

Underway

Support client climate change communications on a pro bono basis

On-going



# KEY PRIORITIES FOR 2022-23

Our main priorities for the next 12-18 months in terms of accelerating progress against our strategy are to:

- Establish the operational plan for reducing emissions to achieve our long-term net zero commitments (50% reduction by 2030, etc)
- Develop major thought leadership insights exploring facets of the relationship between climate change and reputation
- Ramp up our internal activities, including training and volunteer opportunities in the US and UK

For more information about our program strategy, goals and commitments, please visit :

[www.infiniteglobal.com/climate-change](http://www.infiniteglobal.com/climate-change)



## ABOUT INFINITE GLOBAL

Infinite Global is an award-winning international communications firm advising complex businesses which need to engage with sophisticated audiences. Specialising in **PR, Content & Campaigns, and Crisis & Litigation**, the firm provides the experience, skills and insight to drive brands forward or defend them from reputational risk. Infinite Global has offices in London, New York, Chicago, San Francisco, Los Angeles and Washington, DC.