



INFINITE
GLOBAL

COMBATING CLIMATE CHANGE

OUR STRATEGY AND COMMITMENTS

SUMMARY

2020 has taught us many things. Perhaps one of the most important is how aligned our success as a species is with our ecosystem and environment. We are at a crossroads for the planet, and demand from many of our stakeholders for ESG-focused information and action has never been greater.

Now is the moment to stand up and ensure that issues regarding the future and sustainability of our world are put front and center. The demands of stakeholders, including current and future employees, requires firm commitment followed by consistent, impactful action.

Summarized in this document are the components of the program that we will be pursuing to deliver upon a clear set of commitments to do our part in the fight against climate change. Doing so not only reflects the values of our organization and our team, but also makes us a better business.



OUR FRAMEWORK FOR CLIMATE CHANGE

STRATEGY

OUR BUSINESS

Evolving how we operate to reduce impact and ensure we are good corporate citizen
Harnessing the energies and interests of our team to enact greater, wider change

FOCUS AREAS

- Waste and recycling
- Energy
- Supply chain
- Travel
- Personal behavior of team
- Volunteering and staff engagement

GOALS

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

COMMITMENTS

- Establish an accurate base-line assessment of our environmental impact
- Sign up to the SME Climate Commitment
- Establish a firm-wide environmental policy
- Become a lower-waste organization
- Seek to source more/all energy from renewable or sustainable sources
- Incorporate climate change credentials and commitment considerations into our own supply chain
- Continue to invest in technology and infrastructure that improves energy efficiency
- Minimize, and completely offset, long-distance travel
- Encourage, and provide resources for, improved climate impact consciousness among our team
- Run internal training sessions about climate impact issues, including external experts
- Crowdsource ideas for other team initiatives in run up to COP 26 including volunteering activities

OUR INFLUENCE

Marshalling our expertise and firepower to drive awareness of these critical issues
Actively support clients on their own journeys to tackle climate change

- Pro bono initiatives
- Content generation
- Industry engagement

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

- Develop thought leadership position and associated content regarding linkage between climate change (and broader ESG issues) and reputation
- Engage with relevant organizations, non-profits or NGOs focused on business and climate change impact
- Engage in debate over the role for PR and media industry on climate change
- Support client climate change communications on a pro bono basis

OUR TARGETS

We have established the following objectives for this program across our global business, on which we will report our progress on a yearly basis from 2022 (as part of our SME Climate Commitment responsibilities):



LOWER GREENHOUSE GAS EMISSIONS

50% reduction by 2030
Net zero by 2050



LOW-WASTE ORGANISATION

Upgraded recycling in 2021
Reduced volume of non-recyclable waste



SOURCE RENEWABLE ENERGY

Current supplier review in 2021
100% renewable by 2023



SUPPLY CHAIN/PARTNER REVIEW

New supplier questionnaire by 2021
Current supplier review by 2022



TEAM ENGAGEMENT

Minimum 50% participation in some aspect of the program



INTERNAL TRAINING

At least four (4) sessions per year



CARBON NEUTRAL BUSINESS TRAVEL

100% offset from 2021

OUR PRO BONO SUPPORT PROGRAM

As part of our strategy to tackle climate change, Infinite Global has made a firm-wide commitment throughout 2021 to undertake, on a pro bono basis, media activity for clients that relates directly to their efforts to combat climate change. This pro bono support will be available to any of our retained clients, which span the professional and financial services, property and B2B corporate sectors. The firm will be contributing significant resources – up to a fifth of normal account resourcing levels – to support communications and media activity around clients' own climate change efforts, milestones and partnerships.

For more information, please contact:



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