



INFINITE  
GLOBAL

# 2022 CLIMATE PROGRAM REPORT

PLOTTING OUR PROGRESS





# INTRODUCTION

Infinite Global is now in the midst of the third year of its long-term strategy to combat **climate change**, first launched in February 2021. This program is focused on several important and overarching 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 is required to complete annual measurement and reporting of its global carbon emissions, as well as provide a progress report on our wider implementation of the climate change strategy. We are pleased to provide our latest annual report, which covers the 2022 calendar year.

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“We are the first generation to feel the impact of climate change and the last generation that can do something about it.”

— *Barack Obama*



# CARBON EMISSIONS REPORTING

(1 January to 31 December 2022)

	UK	US
<b>Estimated Total Emissions</b> (tonnes CO <sub>2</sub> e)	<b>39.7</b>	<b>208</b>
Scope 1 - Direct emissions	0	0
Scope 2 - Indirect emissions	10.4*	43.9*
Scope 3 - Supply chain emissions	29.3	164
<b>Estimated Emissions per Full Time Employee</b>	<b>2.48</b>	<b>5.2</b>

## Historical Performance (since 2021) – US and UK

	CHANGE	2022	2021
<b>Estimated Total Emissions</b> (tonnes CO <sub>2</sub> e)	<b>+57%</b>	<b>247.7</b>	<b>157.2</b>
<b>Estimated Emissions per Full Time Employee</b>	<b>+58%</b>	<b>4.42</b>	<b>2.79</b>

## Comments

On a global basis, our carbon footprint increased substantially in 2022 (compared to 2021) on the back of significant increases in spending (including business travel, detailed below) which impacted Scope 3 emissions. This is largely due to continued recovery from the residual economic impacts of the Covid-19 pandemic in 2021. While our measurement and reporting efforts are still in their infancy (i.e., only two years of data available), we assume at this stage that 2022 resembles a more standard baseline for the Infinite Global business upon which to establish our roadmap to our long-term net zero target(s) and overall carbon footprint reductions.

## Methodology

The 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. Our 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), is ongoing.



Employee Travel and Commuting (Scope 3 Emissions)

At this stage, we are only able to measure part of our Scope 3 emissions (as reported above). We do however feel it is important and possible to measure – and encourage the reduction of – our transportation and commuting footprint, which would also normally be included in Scope 3 emissions.

	CHANGE	2022	2021
Average commuting days per week	-23%	1.77	2.32
Average commute (one way, in miles)	+79%	7.9	4.42
Total number of business flights (round-trip)	+267%	33	9
Total number of business hotels (nights)	+160%	112+	43+

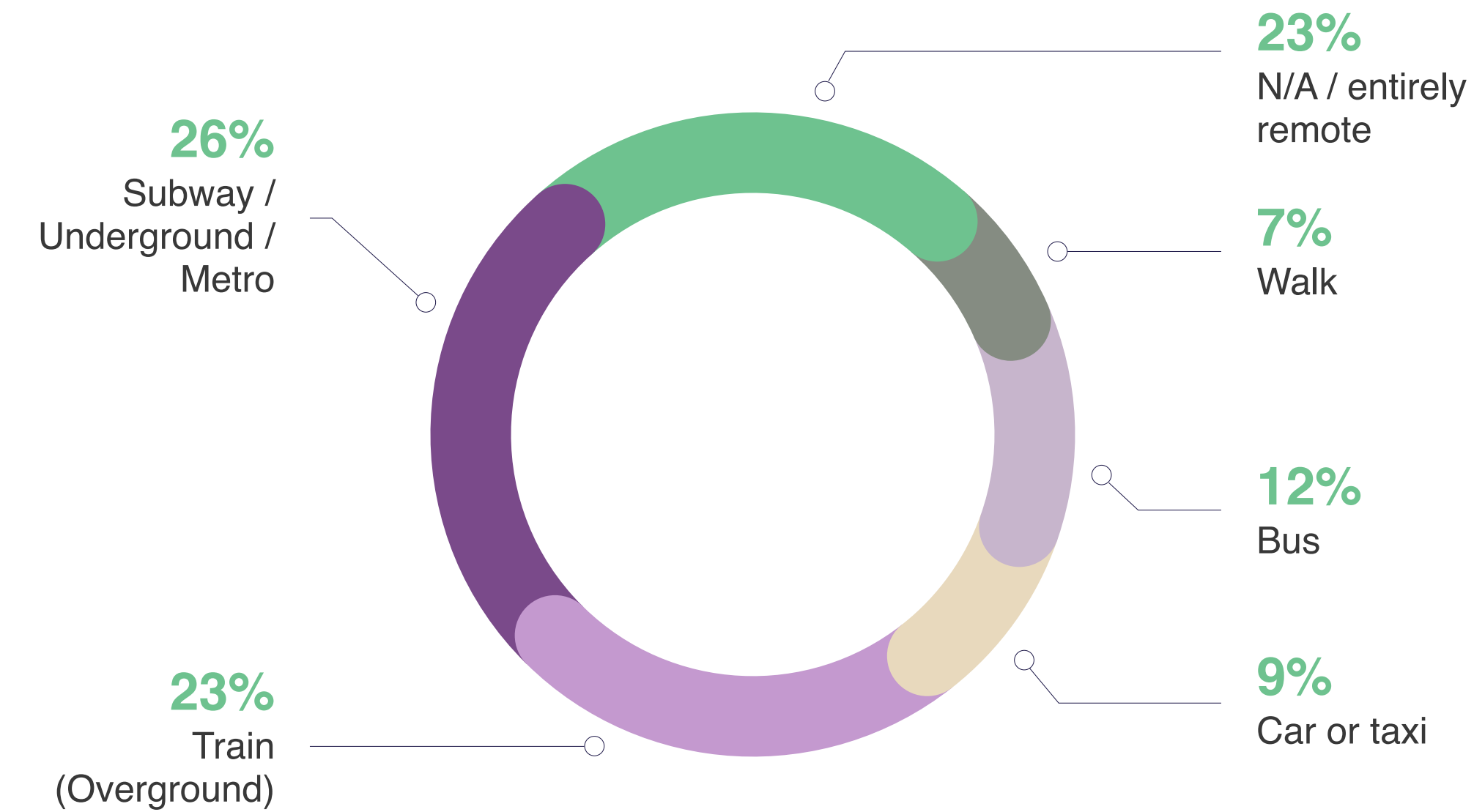
The figures above are an estimate based upon detailed information provided by the Infinite Global team about their commuting patterns and behaviors for the previous year. Each employee who worked as part of the Infinite Global team in 2022 was asked to provide:

- 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

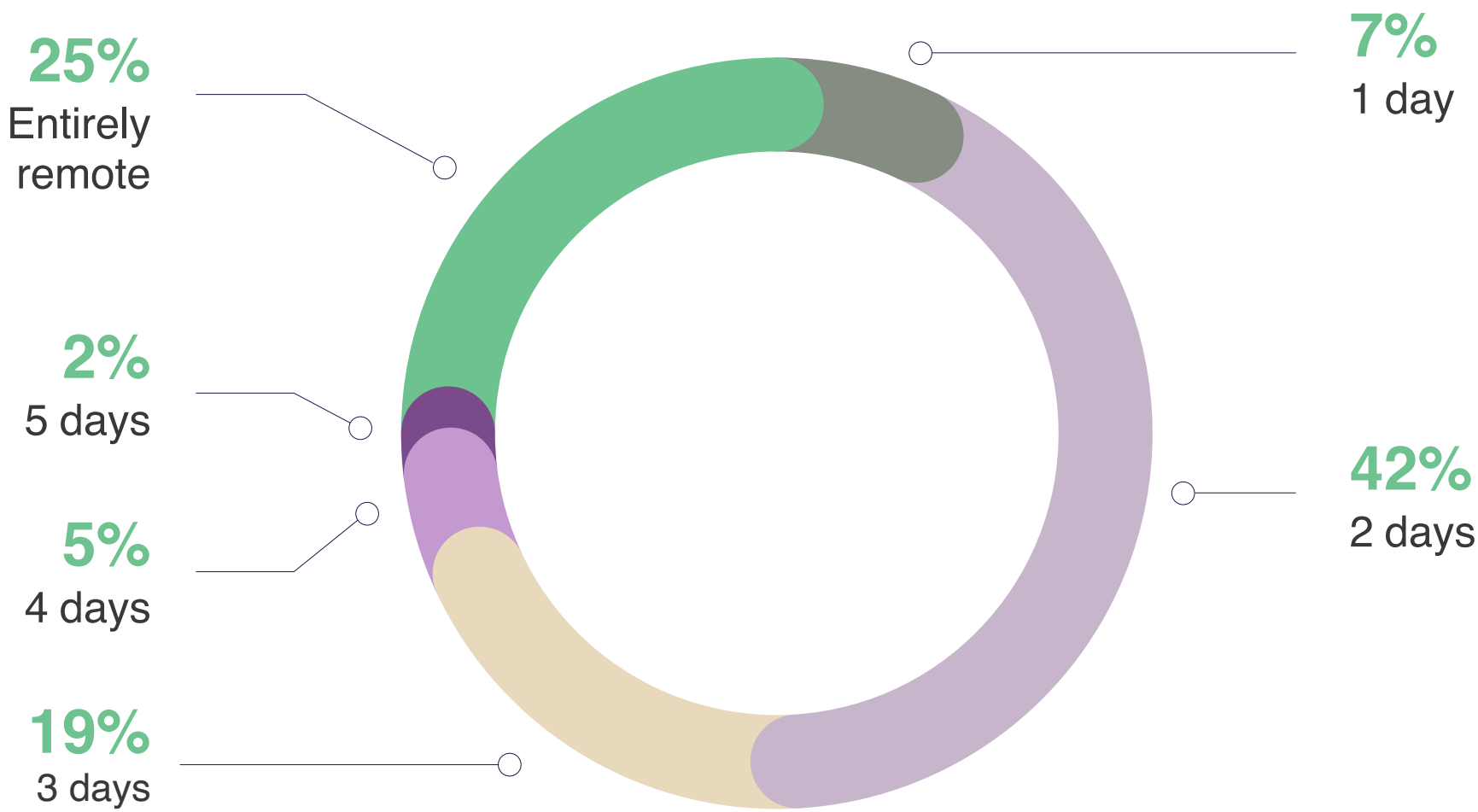
The overarching goal is to try to reduce, within the operational requirements of the business, the overall team’s average commuting and business travel-related footprint. We will track these figures on a yearly basis, and over time work to minimize this figure on a per-employee basis. In the future,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



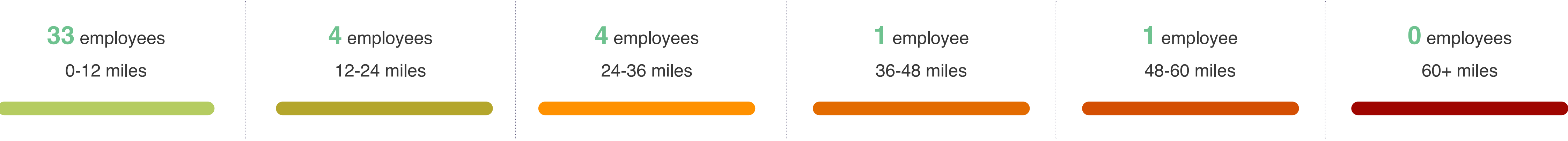
### COMMUTING METHOD



### AVERAGE COMMUTING DAYS

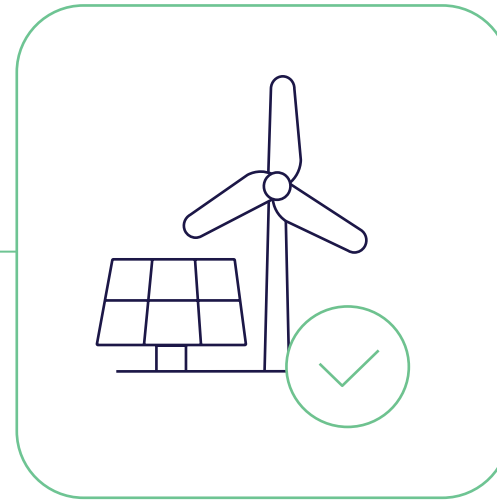


### AVERAGE EMPLOYEE COMMUTE (ONE WAY, IN MILES)



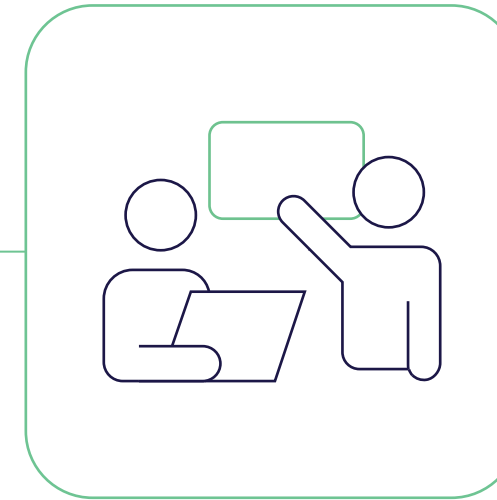


# 2022 PROGRAM HIGHLIGHTS



## Pro bono and charitable activities

- Continued pro bono partnership with the Climate Parliament, providing strategic media, communications, social media and general reputational and campaign advice
- Secured high-impact media opportunities for organizational leadership in the Financial Times, Energy Voice, Energy Industry Times and EDIE



## Media activity and thought leadership

- Completed a media analysis report, ahead of COP27 in Sharm-el-Sheikh, Egypt, which analyzed the extent to which a selection of 'mainstream' and well-respected UK news outlets reported on climate change issues over the past couple of years
- Provided media commentary in key trade publications (e.g., PR Week) on issues such as the communications take-aways from COP27



## Optimization of global real estate footprint

- Overall office space increased in order to adapt to increase in team size (globally) and a more robust return to the office environment
- Leases for three of our major office hubs are coming up for review in the next 24 months, so key future focus is to ensure that future property needs also align with our drive toward net zero (i.e., building types, commitment to energy efficiency)

# KEY PRIORITIES FOR 2023-24

Our main focus for the next 12-18 months will be to develop, and begin implementation of, our **longer-term operational plan** to meet the long-term **carbon reduction** targets. We will also be considering the extent to which this strategy and program, which is currently focused only on climate change, should evolve to reflect a wider focus on the UN Sustainable Development Goals and the role that Infinite Global can and should play in helping to achieve them.

Finally, we will aim to significantly accelerate the progress of our program in several specific areas, including:



**GOAL: Reduce the impact of our business on the environment**

- Firm-wide environmental policy
- Long-term operational carbon reduction plan (including appropriate offsets)



**GOAL: Increase involvement by our people in this issue**

- Internal resources and climate-related information
- Internal training sessions and guest speakers
- External volunteerism activities



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

- Climate, ESG and reputation thought leadership
- Industry engagement with like-minded agencies and organizations
- Additional pro bono activities

For more information about our 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, Crisis & Litigation**, and **Digital**, 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.