

Driving Impact



PlanetMark

Planet Mark Impact report 2022



Celebrating a decade of collective action and impact

Since 2013 we've been on a mission to empower change for a brighter future, by measuring what matters, providing the insight needed to make informed decisions and helping members communicate their achievements. We began Planet Mark as a sustainability certification for all organisations in all sectors, setting out to help organisations drive impact in climate reduction and develop pathways to sustainable, transformative change.

Our core goal is more important today than ever before. 10 years on we have certified 800+ members, providing them with the tools to focus their decarbonisation efforts and deliver real, measurable results for their business, their employees and their customers. It is thanks to our unrelenting team, our committed members and our collective and unwavering commitment to climate change that we've already helped over

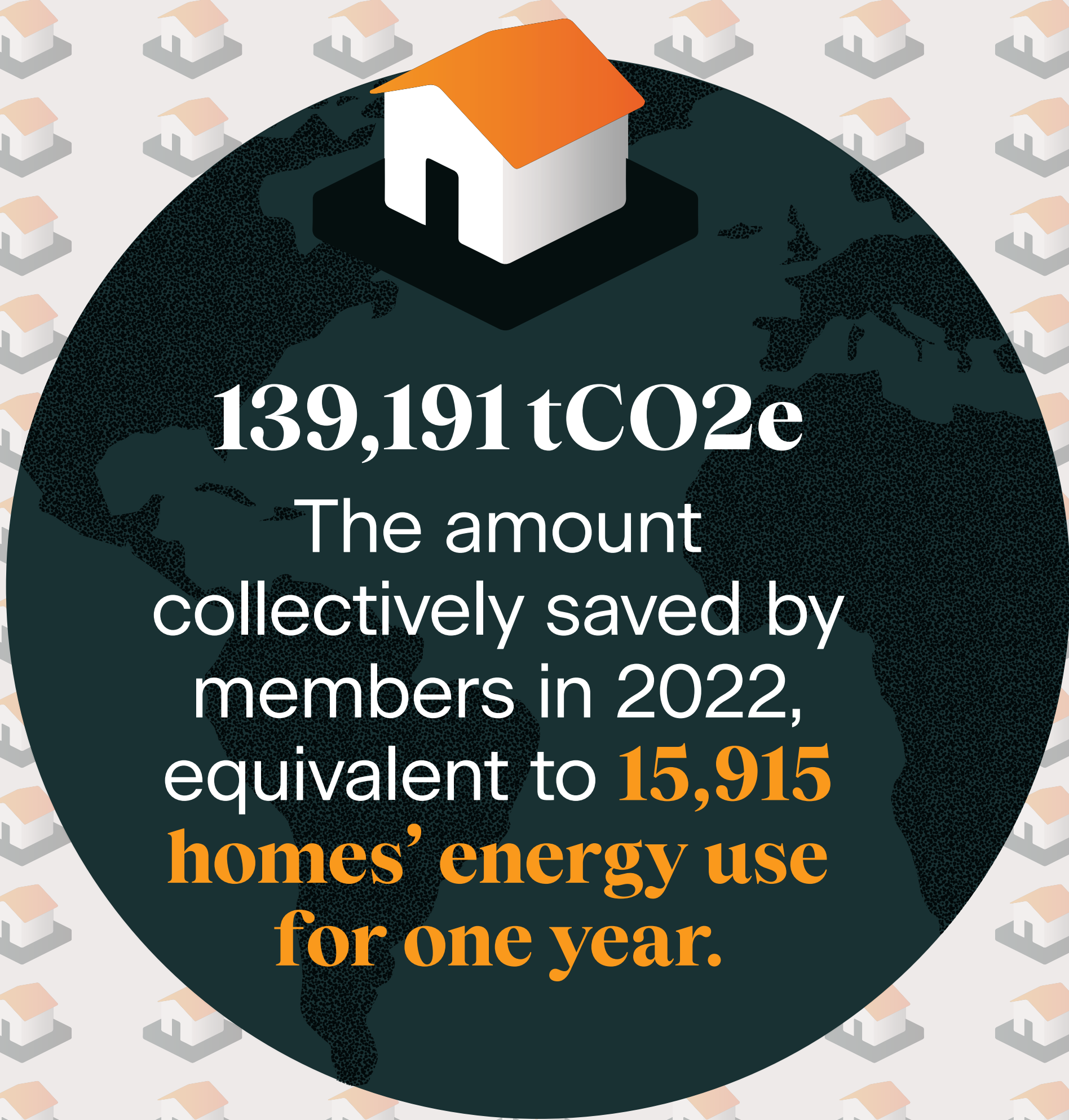
100 members begin their transition to net zero, something we must double down on in the 10 years to come.

This impact report focuses on our work in 2022, a year focused on innovation. With improved technology solutions we facilitated easier data capture measurement and engagement with suppliers as well as an evolved online area for members to network, learn and communicate with confidence.

We invite you to read on to learn more about our achievements in 2022 and how together our collective impact can drive meaningful action in the climate crisis.

Steve Malkin
Founder and CEO, Planet Mark

Measure



139,191 tCO2e
The amount collectively saved by members in 2022, equivalent to **15,915 homes' energy use for one year.**

Planet Mark's Business Certification is our members' first step in their journey to net zero, measuring scope 1, 2 and core Scope 3 emissions. These are the emissions that organisations are in direct control of – such as emissions from their utilities, business travel, waste etc. It is the perfect platform to create a carbon footprint baseline from which organisations can track their carbon reduction year on year, giving tangible, robust results to showcase to their stakeholders and customers.

Here are a few statistics highlighting some of the remarkable progress our members have made in 2022:

454

The number of members that received our Business Certification in 2022.

-5.21%

average total tCO2e reduction.

The average reduction per Planet Mark member.

-9.04%

average tCO2e reduction per employee.

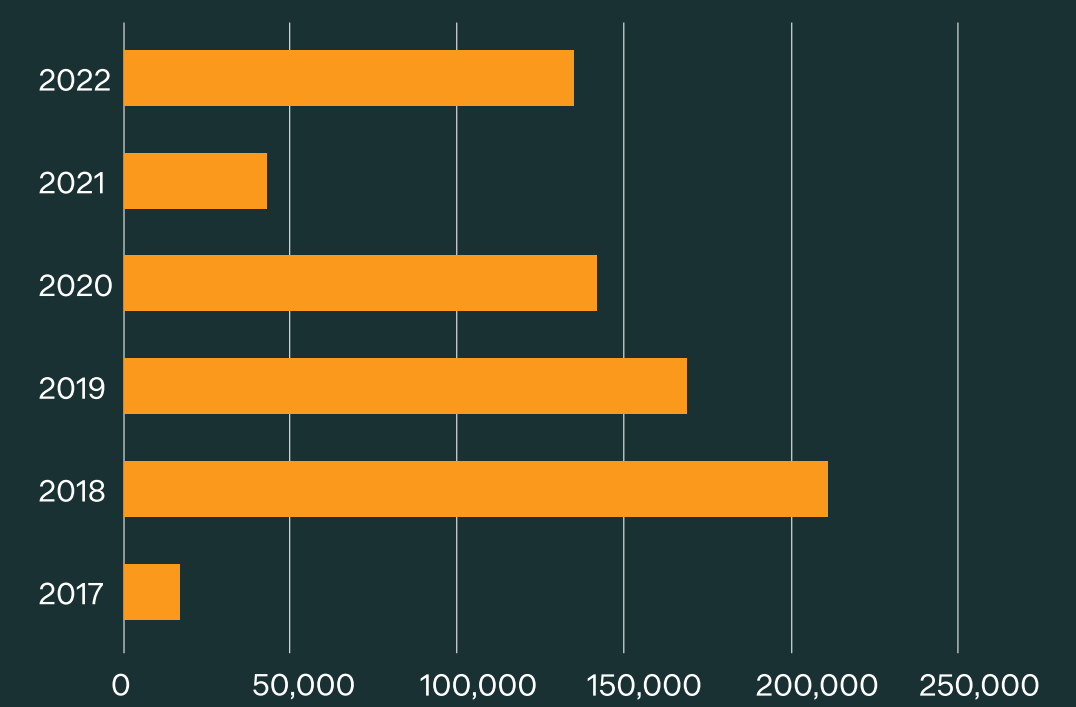
The amount of CO2e reduction per employee.

199%

increase in tCO2e savings.

The increase in emissions saved by our members when compared with 2021.

Total tCO2e Saved by Planet Mark Members



Innovate to elevate: 2022's technological progress

We are always looking for the **most innovative digital solutions** to make our members' journey to net zero easier.

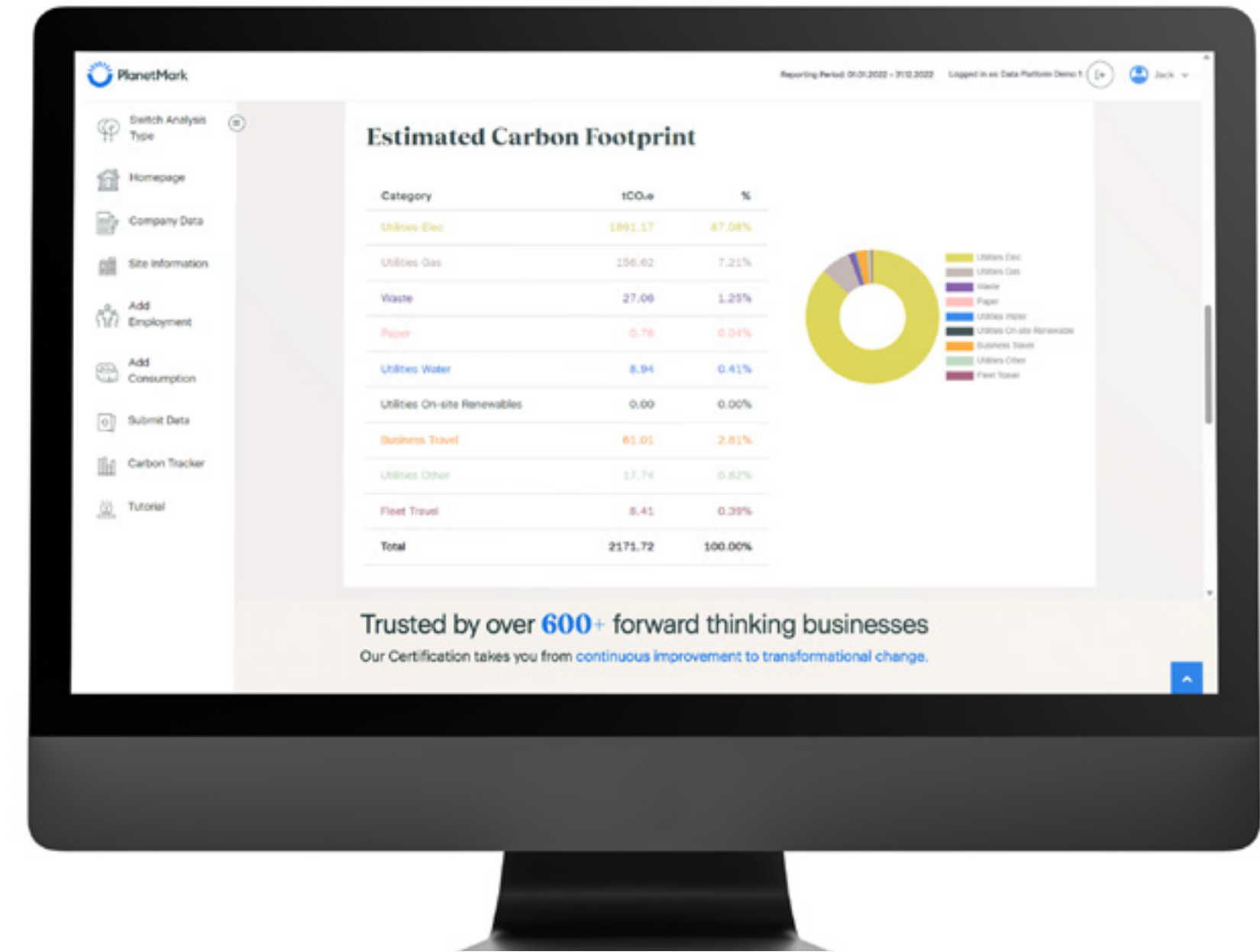
2022 saw the development of Planet Mark's new digital platform, a tech solution that allows members to enter data throughout the year and track their progress. Members can also download graphs showing estimated footprint totals by category, providing a visual and powerful tool to engage employees and stakeholders as well as showcase the success of any energy saving interventions members have implemented.

A **200% increase** in 2022 Scope 3 measurements.



“Working with Planet Mark has turned what felt like a daunting and complex task into something achievable. I describe the support from Planet Mark as being two-fold because **they provide strategic, contextual and bigger picture support as well as practical day-to-day support. The professionalism, passion and expertise shown by the Planet Mark team has played a big role in getting our c-suite at that next level of engagement on this topic...”**

Michelle Besa,
Responsible Business
and Sustainability Manager,
Lewis Silkin



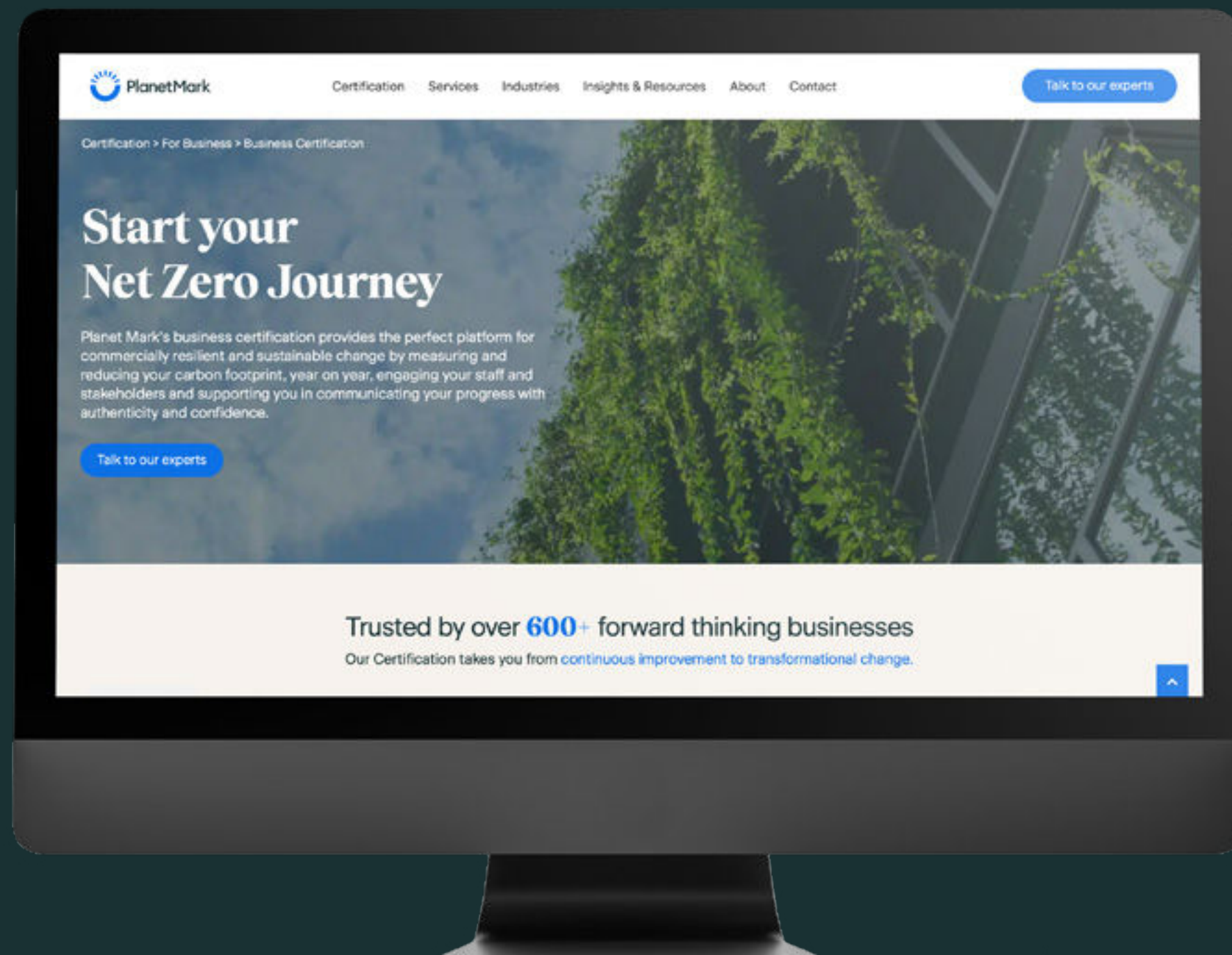
“Planet Mark has made a positive contribution and added significant value, particularly in helping us navigate ever evolving and at times complex information. During this time we have made emission reductions year on year and hope that our continued relationship will ensure we continue to make progress towards Net Zero.”

Aimee Burns
Operational Sustainability Manager,
Penningtons Manches Cooper

What's new in 2023?

A dedicated Carbon Tracker

Our Carbon Tracker provides our members with more control over their emissions, enabling them to track emissions by month and by category.



Scope 3

Scope 3 measurement is an essential next step in the journey to Net Zero and builds upon the Business Certification. Scope 3 Footprint measurement offers a detailed view of an organisation's emissions for the entire value chain and is often the largest part of a members' footprint. These comprise of upstream emissions, such as employee commuting, purchased goods and services and transportation and distribution, and downstream activities such as end of life of sold products, leased assets, and use of sold products.

We have just launched our new scope 3 measurement platform, an exciting addition to our Business Certification data platform:

A quicker Scope 3 digital footprint calculation

A Scope 3 digital calculation offers a faster method of evaluating likely supply chain emissions related to purchased goods and services.

Enhanced direct data capture

We can now capture data directly from suppliers, making the data capture process much more efficient.

Social Value

Sustainability and social value have been intricately entwined from the beginning. An enhanced social value can lead to happier employees, a better working environment and an improved brand and reputational affinity. A win-win for everyone.

Planet Mark measures an organisation's social value against several criteria, such as people, community and volunteering. This helps to provide a value against which they can build annually.

With a clear and accurate social value measurement, members can demonstrate a much broader analysis of their contributions to both the environment and society at large, all while bolstering their environmental, social and governance (ESG) standards.

135

The number of members that had their social value measured by Planet Mark in 2022.

The total social value measured across all members in 2022, which equates to a 315% increase year on year.

£48,021,288m

The Development Certification

There's no doubt that sustainability plays a critical role in building development and this will only become more essential as the UK moves to achieve net zero by 2050.

As a sector, the built environment industry has a significant environmental impact, with building and construction estimated to be responsible for a staggering **25% of the UK's total carbon footprint**. Our long-standing relationship with organisations such as Prologis UK and GLP has enabled sustainability to be brought to the centre of building development, embedding it into the design process, operations, community impact and supply chain.

Our Development Certification explained

The Development Certification measures the emissions associated with the construction of new buildings from the extraction of raw materials to their predicted operational efficiency to end-of-life emissions.

32

The total number of Development Certifications issued in YE2022

88,976

The total number of embodied tonnes of CO₂e reduction

99,420

The operational tonnes of CO₂e reduction

186,396

Total tonnes of CO₂ reduction

What's new in 2023?

We're updating our Development Certification scheme rules to align with emerging standards and best practices within the industry. **The new scheme is designed to encourage industry leadership and innovation to meet industry-recognised targets.** The goal is to facilitate industry-wide transformation, reducing whole-life carbon emissions in buildings so that the sector can achieve those ambitious net zero goals.

In 2023, the construction industry is moving towards the introduction of intensity limits for buildings to achieve net zero. These intensity limits align with the SBTi targets for the building sector and will go a long way in ensuring continuity across the sector.



Engagement

Without engagement, the journey towards net zero falls at the first hurdle.

It's vital for our members to embed a culture of sustainability throughout their organisation to ensure maximum buy-in from their employees and achieve the best outcomes.

Our engagement team plays an integral role in helping inform, inspire and empower our members and their wider teams to be part of the journey.



We provide a broad suite of workshops and seminars to our members. These include our popular CPD-accredited Net Zero Masterclasses and Net Zero Carbon Essentials workshop, as well as Saving Energy in the Workplace and Home, amongst others.

Employees leave engagement energisers, workshops and seminars feeling empowered to drive innovation and progress and with confidence to engage stakeholders and supply chains about net zero. The tools and information gathered from these professional workshops can be truly transformative.

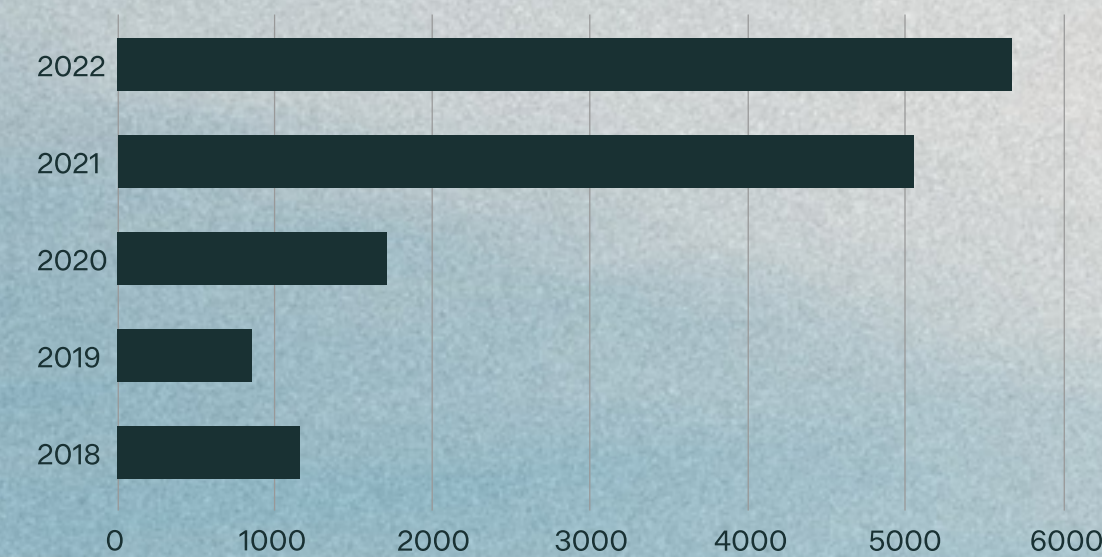


225

The number of talks and workshops the engagement team delivered to our members in 2022.

101%

The year-on-year increase in these talks and workshops when compared to 2021 (as shown by the attached graph).



5677

The number of participants that were actively engaging with Planet Mark's talks and workshops.

'We held a sustainability day so that all our staff could attend the workshops and be involved with helping to neutralise our carbon footprint. Planet Mark really made this a great, easy way to include everyone and get everyone excited about sustainability and how we can actually use it as a tool to engage with our customers.'

'We found the session extremely informative and beneficial to the company's sustainability planning and it prompted lots of further conversation, stimulating ideas of how we can tackle engaging our stakeholders to get involved and help us to reach our goals quicker.'

Danielle
Compliance Officer

What's new in 2023?

Planet Mark has been supporting members towards net zero since 2019 and since then have been using our insight and expertise to evolve our Net Zero programme in tandem with industry standards and best practices. In light of this, we have dedicated efforts to enhance our Supplier Engagement services, complementing the Net Zero Programme. Engaging suppliers builds capacity, collaboration and innovation across the value chain and enables data sharing, critical to measuring and reducing Scope 3 emissions.

Coupled with communications support and supplier segmentation, **Planet Mark's Supplier Engagement services include:**

A Supplier Summit:

This is an in-person event that brings together Planet Mark members with their suppliers to build excitement, anticipation and buy-in for the net zero journey ahead.

Supplier seminars:

These are virtual seminars aimed at Planet Mark members' suppliers. They provide an opportunity to upskill a supplier based on sustainability, net zero, Scope 3 and data collection and are tailored to accommodate the audience's level of net zero maturity.

By engaging suppliers to disclose carbon data, we can more accurately measure members' scope 3 emissions, moving away from spend-based data to more accurate activity-based data. In short, our Supplier Engagement programme makes engaging with suppliers more efficient, effective and straightforward.



Communicate

We understand the scrutiny organisations can come under when making environmental claims.

Our expert communications team tackles this issue head-on, helping members to confidently communicate their sustainability journey with both accuracy and authority. They assist with reviewing a range of materials, from press releases and website copy to bespoke communications, in order to ensure that messaging is robust and grounded in evidence.



With our team's guidance, members can confidently and honestly talk about their carbon reductions and environmental impact without fear of greenwashing or greenhushing. With standards for sustainability rising every year, an organisation's ability to communicate effectively isn't just a skill, it's a necessity.

The Planet Mark network is at your fingertips

In 2022, we made big strides to make our communications network more accessible and easier to engage with.

With this in mind, we launched our dedicated Members Area in September 2022 to provide members with a wealth of social media copy and assets for all platforms, toolkits and guides as well as resources to support them with internal

and external communications. We also made further improvements to our Community Platform providing members the opportunity to ask questions, share ideas, collaborate and source information.

9.5%

Increase in All Members displaying the PM Logo

5%

Increase in Certified Members using Certification Mark

Policy & Partnerships



Building relationships to support organisations with their sustainability journey is at the heart of what we do at Planet Mark. In 2022 we had over 60+ active partnerships with a wide range of trade associations, consultancies, charities and business networks, the Royal Warrant Holders Association, Horticultural Trades Association, Advertising Association and Institute of Directors. Our team led Planet Mark's participation in 144 public events in 2022, engaging 11,900 people.

In 2022 Planet Mark helped to develop and launch the ISO Net Zero Guidelines, and supported the UN-backed Race to Zero campaign, for which we are one of <10 official Partners for supporting businesses globally, with a major crescendo at COP27 in Egypt.

60+

Active partnerships with a wide range of trade associations, consultancies, charities and business networks.

11,900

People engaged over 144 public events in 2022.

What's new in 2023?

Momentum has continued to build in 2023. By the end of September, we had already participated in 139 public events, engaging with over 6,000 people and announced exciting new partnerships with the University of Greenwich and British Property Federation amongst others. Not only that, Planet Mark have been invited to support and advise multiple

UK Government-backed sustainability initiatives to educate and support businesses with their journey to net zero and have published research-driven whitepapers on SMEs and Net Zero with Amazon, and Independent Schools with the ISC.



Net Zero Programme

Setting your Net Zero Targets

Continuing our commitment as a partner of the **UN-backed Race to Zero** campaign, we have been honoured as one of the 10 selected partners. Our role is **to support businesses in crafting credible net zero targets** and undertaking meaningful actions to achieve these goals. Through our Net Zero Programme services, we help businesses align their net zero ambitions with the objectives of the Race to Zero campaign.

The Net Zero Programme

The Net Zero Programme provides a suite of services tailored specifically to your business and industry. Our goal? To help you achieve real, measurable results and bring your stakeholders along for the ride too.



The programme enables companies to set a baseline with a full measurement of their scope 1, 2 and 3 emissions, along with targets and a robust action plan to achieve emission reductions year on year. With built-in governance frameworks, you can be sure that your organisation will stay on track.

Ultimately, this package of services helps organisations to move towards net zero in a timely and cost-effective manner. With further regulations on the horizon, it's

never been more important to hit those targets.


Having participated in the development of the ISO Net Zero Guidelines, Planet Mark stands as one of the pioneering global early adopters of these standards. Our dedication to advancing sustainable practices is evident in our commitment to incorporating these guidelines seamlessly into the development of our Net Zero Programme.

As we celebrate 10 years of Planet Mark, we want to acknowledge the very special long-term members that have accompanied us on this journey from the beginning. These forward-thinking organisations made the decision to set out on the path of carbon reduction over a decade ago and are still with us today making inspirational strides forward.

In the fight against climate change, collaborative efforts to lower emissions are crucial, but this only happens with honest and accurate reflections on years gone by. The foundations outlined in this report provide us and our members with the perfect place to build, develop and change for the better.

We truly believe a healthier, cleaner and greener planet is within reach and continuing to work with our members to build on the successes of 2022 is a key part of that.

Thank you to our long-term members



Find out more...

[**Planet Mark 10 Year Vision Statement**](#)

[**Planet Mark 10 Year Vision film**](#)

Join our community
for a brighter future.



PlanetMark

planetmark.com