

Driving Impact



PlanetMark

2021 Impact report



The events of the past two years have highlighted both the resilience and fragility of our global environmental, social and economic systems.

We've experienced a worldwide pandemic, supply chain disruptions, a challenged energy market, extreme weather conditions and more. The need for business transformation and collaboration has never been more critical.

In 2013, we began Planet Mark as a truly effective, people-driven sustainability certification for any organisation, in any sector. To measure what matters and devise practical pathways to positive change while increasing business value.

10 years on, our core purpose remains the same. We have provided businesses with a springboard to focus decarbonisation efforts, strengthen their customer relationships, reduce operating costs and embed sustainable transformative change, as they move towards a carbon neutral and net zero model.

This annual impact report aims to bring to life the work we have done alongside our members and long-standing partners. We are encouraged by the continued commitments across the Planet Mark community, ensuring sustainability continues to redefine business strategy and implement 'needle moving' initiatives.

We invite you to read on to learn more about our work, our members, our partners and how together we can make a measurable difference.

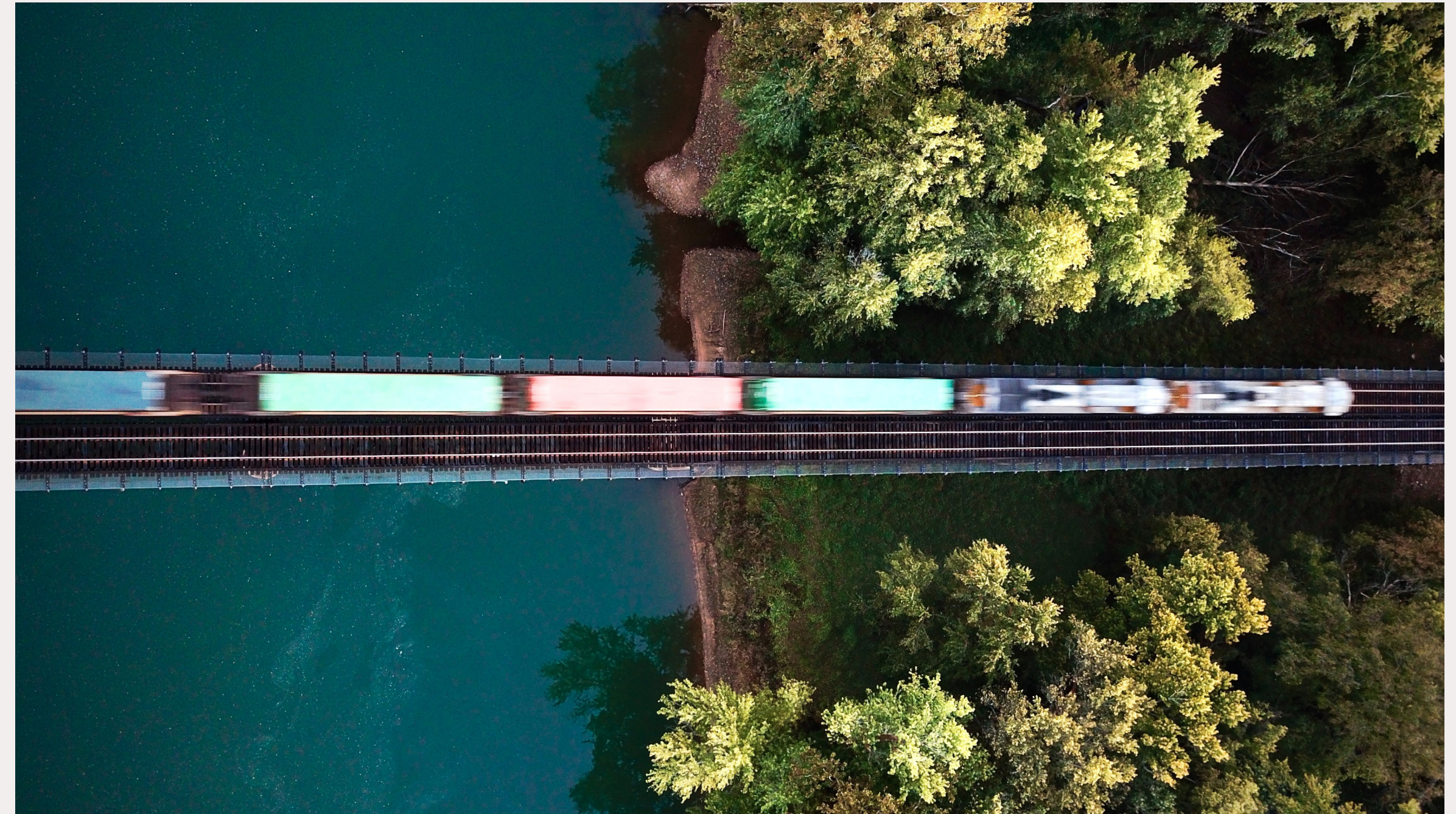
Steve Malkin
CEO, PlanetMark

Since our launch in 2013, we have been on a mission to build a sustainable, brighter future for us and our planet. Using our robust evidence-based methodology, we independently verify and publicly certify progress. Collaboratively we help build confidence and capability inside organisations and support the drive towards continuous improvement.

As a result of rigorous measurement, a commitment to improvement, and engaging stakeholders in the process, our members elevate their journey from simple carbon reduction to a culture of sustainability, allowing them to communicate their progress with confidence.

**195 new members in 2021
and 800+ organisations
certified since our founding**

“We value a **transparent and authentic approach to sustainability**. Planet Mark’s third-party verification for our carbon impact and social value helps us demonstrate our credentials, benchmark our progress and proudly show our pledge toward continued improvement.”



“Our stakeholders can be reassured by **our commitment that fits with our wider strategic aims: to achieve net zero; to green our supply chains; to embed a culture of sustainability throughout the wider group and to minimise waste.**”

Clare Clark

Head of Sustainability at
CH&CO Catering Limited



Culture of sustainability

Members are empowering change by unlocking employee passion, ensuring everyone understands the fabric of an organisations' contributions to innovate and take ownership of their environmental impact.

Growing movement

A community of business leaders who share a common goal to solve social and environmental problems. Connect online, meet in person at events, promote responsible business and build a value chain of changemakers.

Community committed to impact

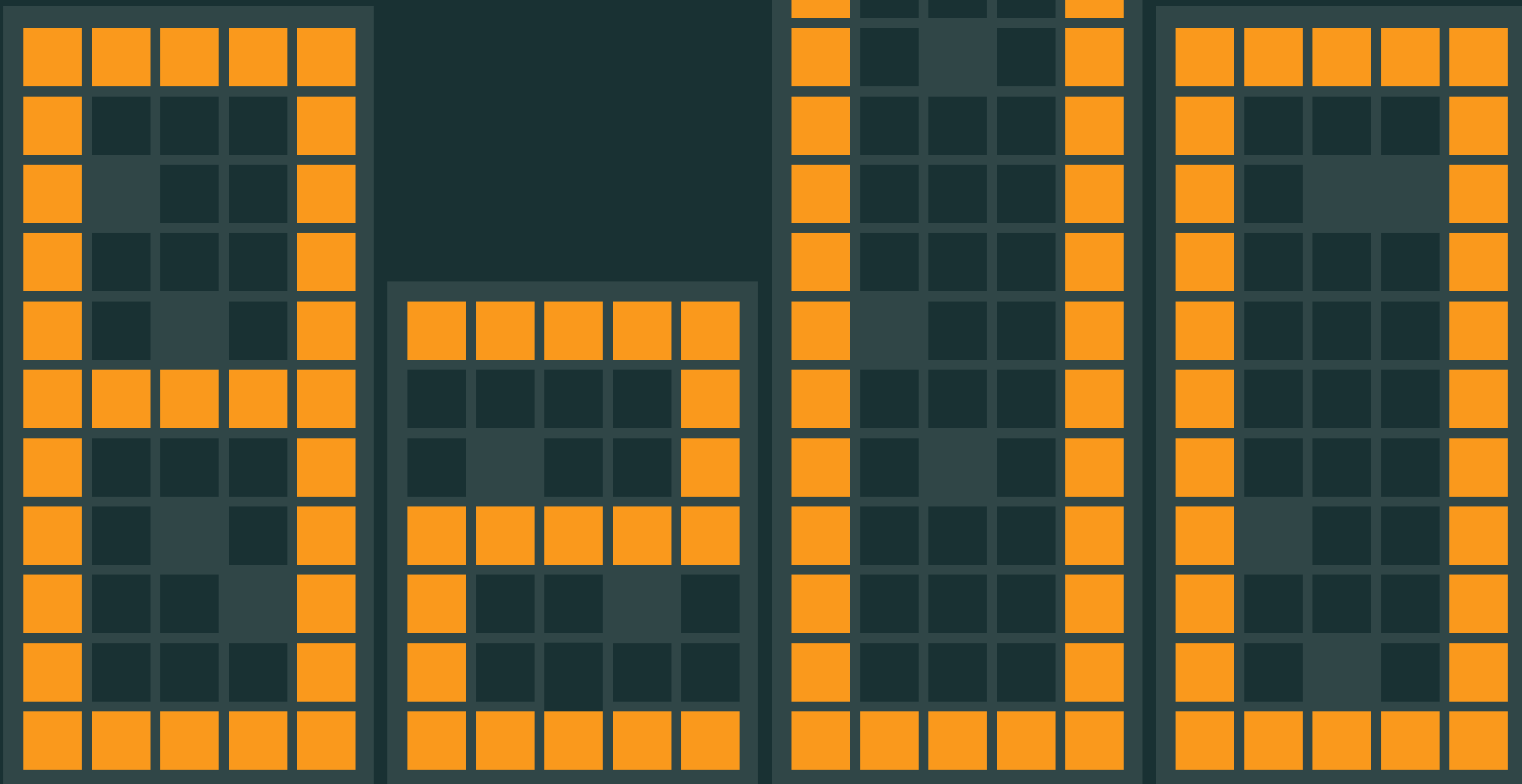
Maintaining Planet Mark certification is a powerful process to help companies set goals for improvement and create a more positive social and environmental impact, and track performance over time.

Amplify voice

Our members stand out and stand by their mission. When you see a Planet Mark certified company, you know they are driving continuous positive change through their actions, people and reach.

Measure

Our members have saved the equivalent CO₂e emissions it takes to power **8,200 homes in a year.**



Leading carbon reduction for more than a decade

We believe that sustainable change must begin with a clear understanding of our total impact on the planet. Businesses are increasingly expected to understand their impact on the environment and align with governments to achieve net zero by 2050.

Quantifying and reducing an organisation's carbon footprint is the cornerstone of any successful sustainability policy and is the first step to prioritising efforts to reduce inefficiencies and operational costs.

As part of the Planet Mark Business Certification, organisations are required to measure Scope 1, Scope 2 and some elements of Scope 3. But Accountability is nothing without changed behaviour. To keep Planet Mark certification, an organisation must reduce their carbon footprint every year, taking decisive and measurable action to decarbonise.

46,453

Total tonnes of CO₂e saved

10.8%

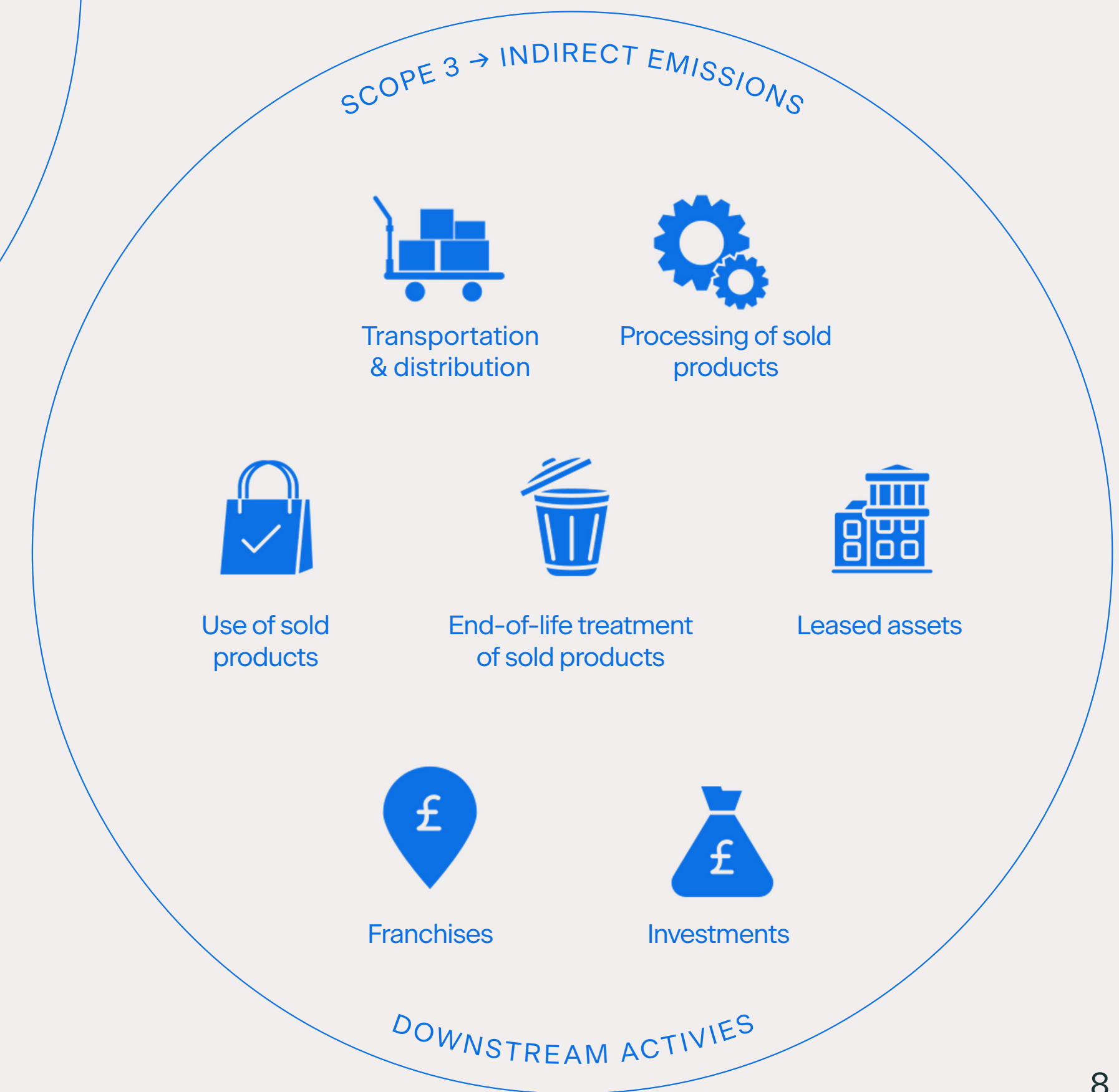
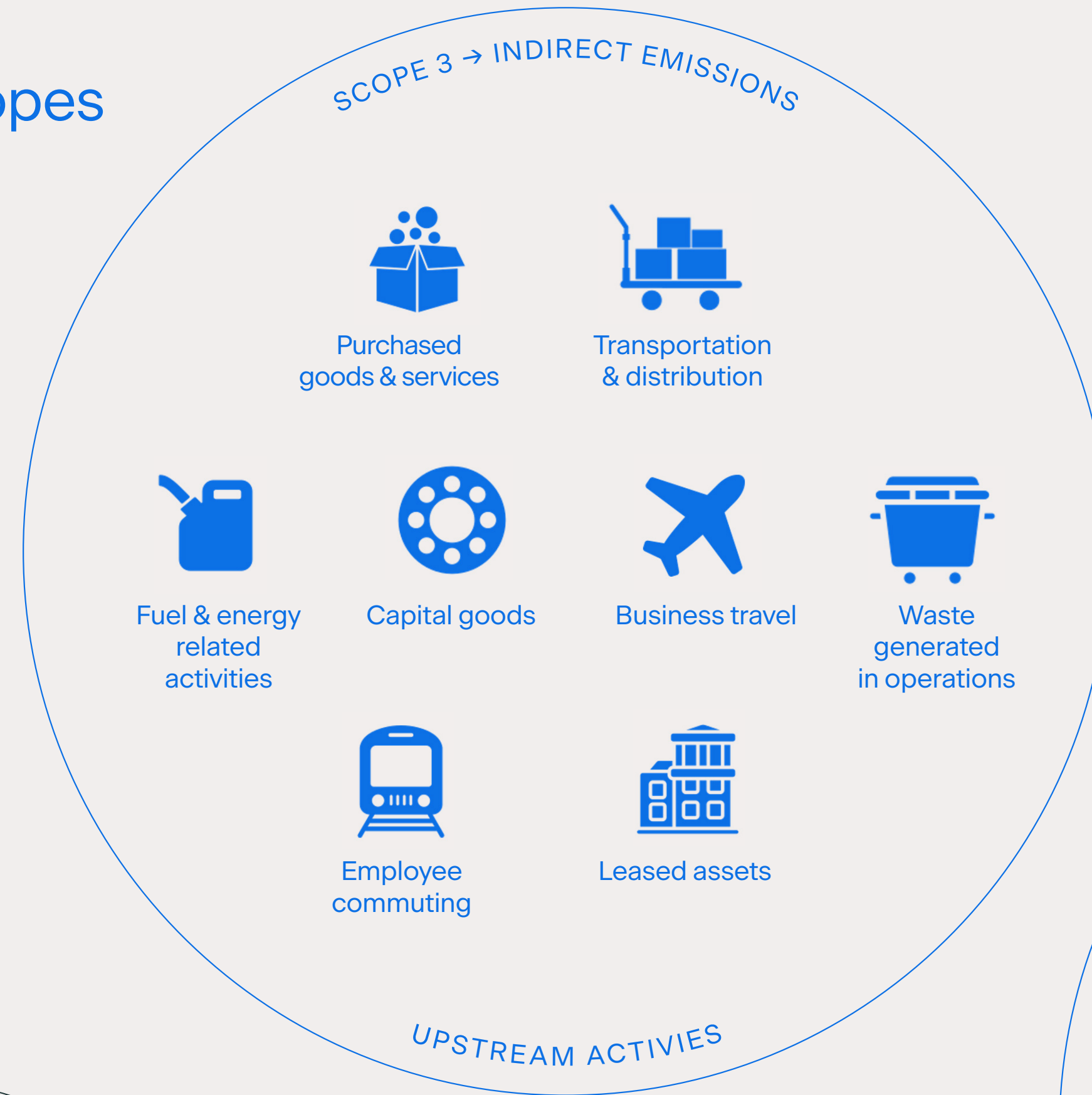
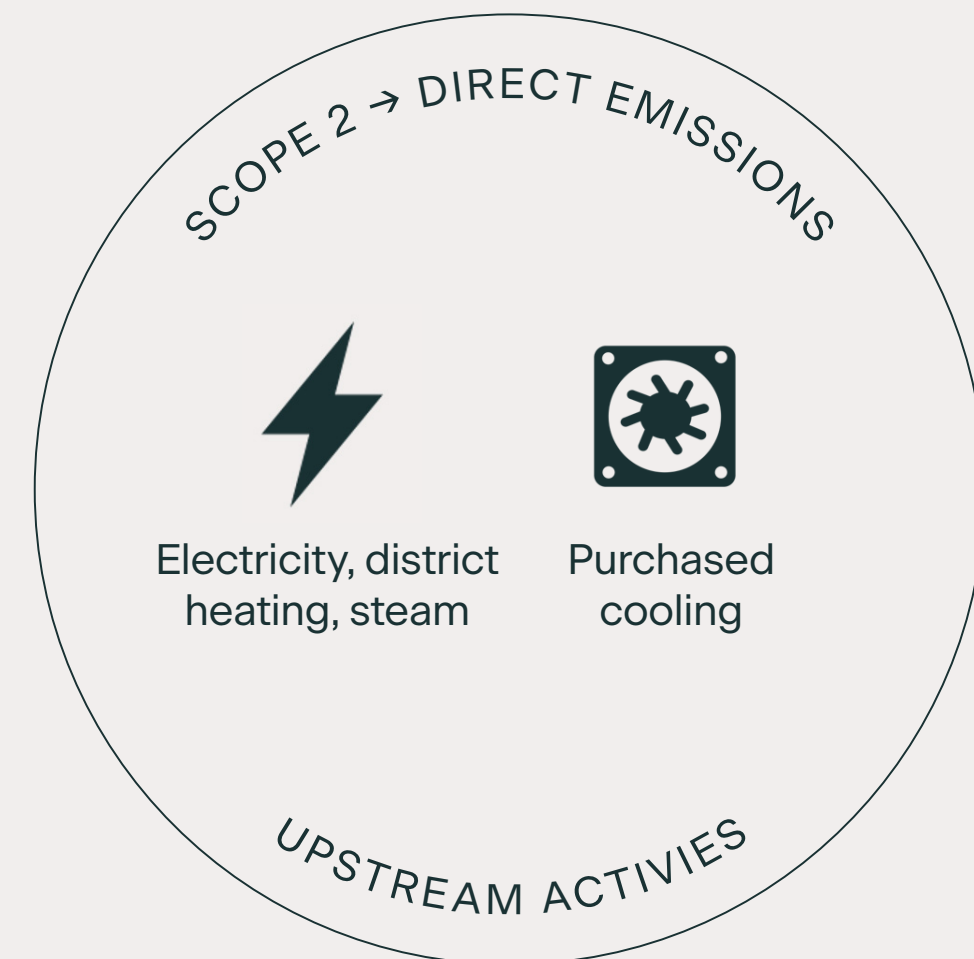
Average tonnes of CO₂e reduction

14.3%

Average tonnes of CO₂e reduction per person

Scope 1,2 and 3 emissions

Emissions are divided into three scopes



As we transition into a zero carbon world, we continue to focus on Scope 3, helping members to understand the emissions produced by those within the value chain, identify where reductions can be made, and understand how to engage with their suppliers to support them with embedding sustainability into their own operations.

“Having **curated beautiful interiors** for the past 163 years, **Sanderson Design Group PLC** decided in 2019 to shift the focus to furthering our sustainability credentials by **committing to ongoing annual emissions reductions** with Planet Mark.



“As part of our commitment to achieve net zero by 2030, Planet Mark calculated our Scope 3 emissions so that we could understand our overall carbon footprint and set a baseline. Our extended Scope 3 emissions include purchased goods and services, fuel and energy-related activities, upstream transportation and distribution, waste, business travel, employee commuting, and downstream transportation and distribution. Measuring and understanding the emissions associated with these categories will help us to implement activities to reduce our carbon footprint and therefore reach our net zero goal.”

Ben Naylor
Group Operations Director
Sanderson Design Group PLC

Decarbonising the built environment



As a sector, the built environment industry has a significant environmental impact. With building and construction estimated to be responsible for 25% of the UK's total carbon footprint, it has a significant role to play in the national transition to net zero.

Planet Mark members are creating buildings that future generations will recognise for going beyond compliance; they improve society, add value to the local community and contribute to economic prosperity. Our long-standing relationship with organisations such as GLP and Prologis UK has enabled them to firmly place sustainability at the forefront of its developments; embedding it into the design process, operations, community impact and supply chain.

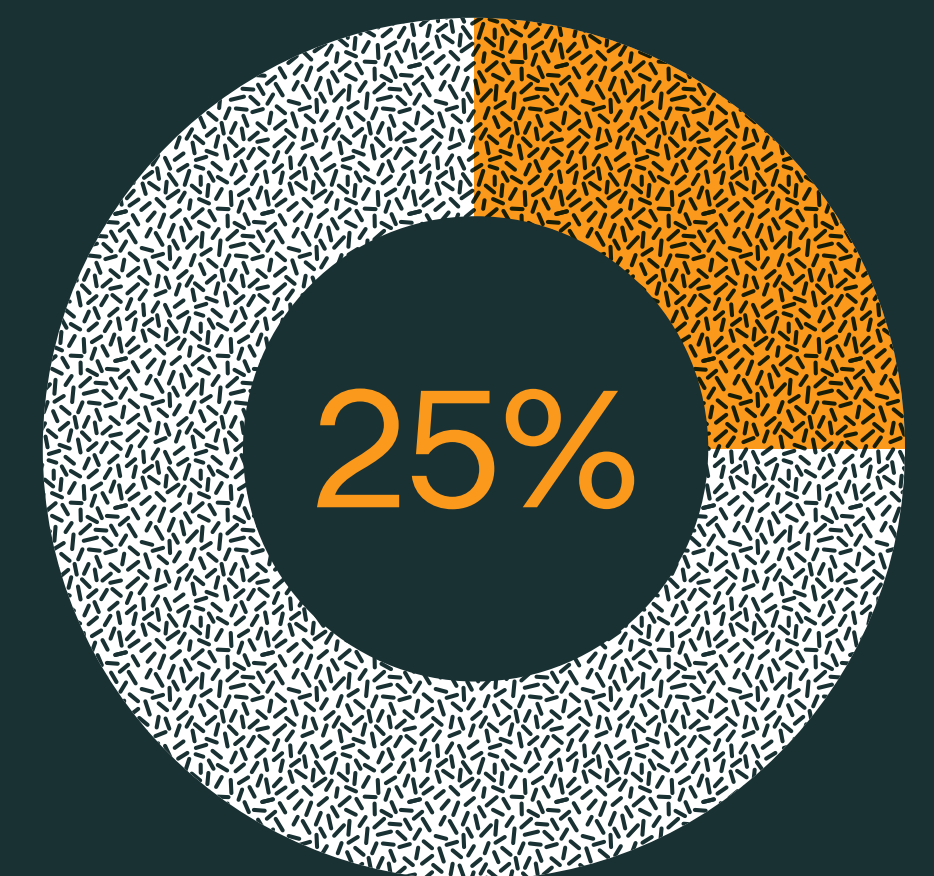
Embodied tonnes of CO₂e reduction

44,847

Operational tonnes of CO₂e reduction

129,225

Building and construction are estimated to be responsible for 25% of the UK's total carbon footprint



“We are proud to have reduced whole-life carbon by 26% per development, measuring a total of 1,357,244 tCO₂e and spanning across 81 projects.”

“Planet Mark’s Development Certification has given us the opportunity to unlock clear sustainability specifications on all new Prologis construction projects, delivering quantifiable embodied and operational carbon reductions.

We pride ourselves on having built a legacy of sustainability best practice and to have led the way in both the construction and logistics sectors. Many of our supply chain partners having committed to year-on-year reductions of their own operational carbon footprint as Planet Mark members.

The road to net zero in construction and logistics is not an easy journey. With ongoing support from Planet Mark and enthusiasm from our supply chain, however, we are positive that we can continue to make impactful change and positively shape the Real Estate sector as we progress towards net zero carbon.”



Simon Cox
Head of Development Management,
Prologis UK

Engagement

194

Workshops delivered
(+213% year on year)

4,148

People engaged
(+142% year on year)

Engagement is an essential part of our process to certification. We know the importance of employee engagement in furthering your business' sustainability achievements. By taking a strategic approach to engagement, companies can establish shared ownership of carbon and targets.

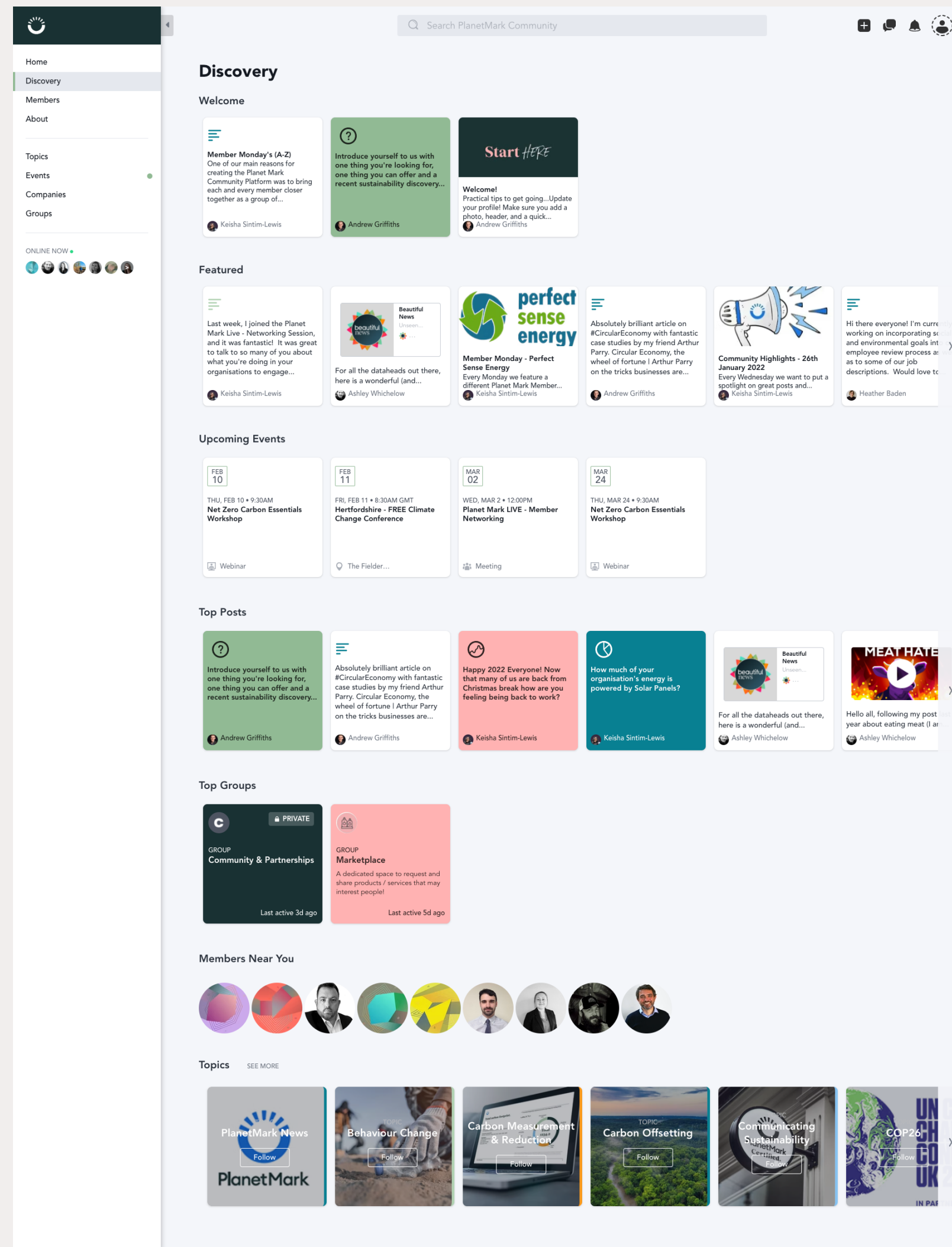


In 2021, our engagement experts delivered 194 workshops and more than 4,000 employees attended our sessions, unlocking employee passion by ensuring everyone understands the fabric of our members' contributions to the environment and society.



Our workshops set the tone for sustainable progress, building knowledge, buy-in and ideas within an organisation's team. Employees leave these workshops feeling empowered to drive innovation and continual progress, directly supporting annual carbon reduction.

Community platform

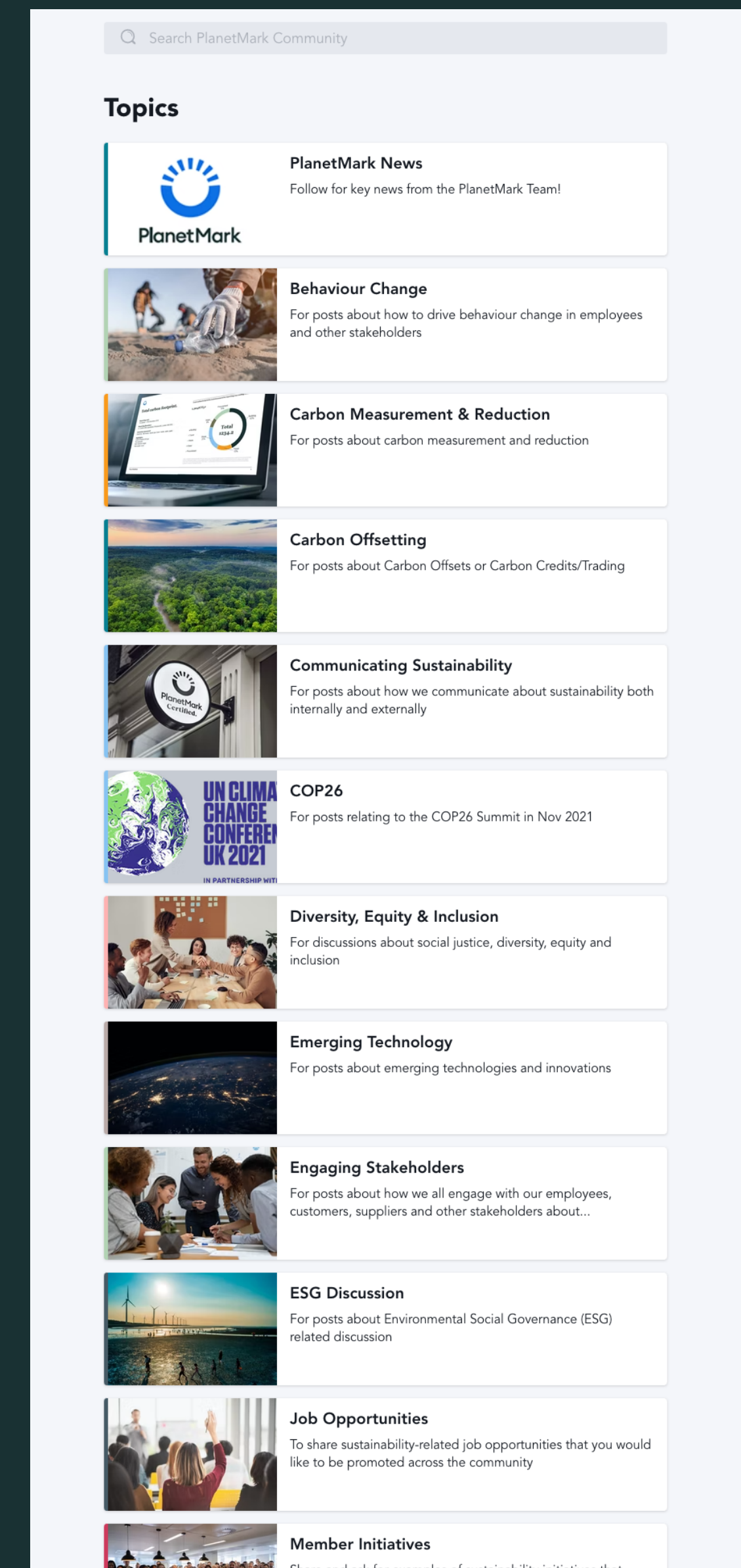


763

Individuals on the community platform

We have long wanted to bring our community together online as well as in our physical events. That is why we created an online platform for our supportive community to share resources and experiences, as well as develop business opportunities and foster cross-sector collaboration to build climate resiliency.

- Connect with other Planet Mark members to develop business opportunities
- Monthly Networking events with the Community
- Access to a bank of ideas for your sustainability strategy



Redesigning for zero carbon

Net Zero Programme



Baseline & Upskilling

Strategy & Planning

Action & Delivery

Achieving net zero carbon emissions by 2050 is no small task. It is the ambition to balance the total greenhouse gas emissions (GHG) released into the atmosphere and the total amount of GHG emissions removed from the atmosphere annually.

With many companies pledging net zero targets, the challenge now is creating and delivering credible action plans to achieve success. To help address this, the Planet Mark Net Zero Programme incorporates our core principles of comprehensive carbon footprinting, annual certification, target setting, action plans and employee engagement to deliver a credible net zero plan.

Unlocking the supply chain



The challenge to reduce scope 3 emissions (i.e. indirect emissions by suppliers or consumers in an organisation's value chain) will accelerate companies to focus on supply-chain engagement and the emissions they produce.

However, we know how daunting this stage can be. Last year, we found more ways to reduce barriers to supply chain engagement with new tools, workshops, and content for companies to easily collect supplier emissions data and identify opportunities for reductions.

Our newly curated services such as the Supply Chain Engagement Programme was designed to facilitate the necessary conversations, enable data sharing and help build capacity across the value change of our members.

“Upon speaking with external businesses upstream and downstream within our Supply Chain, it has become clear that working with Planet Mark and commencing our measurement journey has allowed us to get ahead of the curve on the UK Net Zero 2050 regulation,

Paul Berryman
Head of Sustainability, Danesmoor Group

Race to zero

Numerous companies, countries, cities and regions have stepped up with immediate action plans to deliver net zero, many through joining the UN Race to Zero.

In 2021, The UN High-Level Climate Champions, Nigel Topping and Gonzalo Munoz, appointed Planet Mark as the first sustainability certification partner of the UN-backed Race to Zero Campaign, the world's largest coalition of organisations committed to reducing their carbon emissions across all scopes in line with the Paris Climate Agreement. As a Partner, we have supported dozens of organisations set credible net zero targets aligned with Science Based Target Initiative.



“We are delighted to have Planet Mark join as the latest partner of Race to Zero, working closely to support businesses of all sizes to set credible plans to reach rigorous net zero targets.”



By providing tangible, concrete actions to reach net zero, Planet Mark is accelerating our collective efforts to deliver a healthier, fairer zero-carbon world in time.”

Nigel Topping, UN High Level Climate Champion for COP26

Communication

Transparency



Understanding sustainability, net zero and climate action has become mainstreamed in recent years, with COP and the IPCC reports further elevating the conversation over the years.

In order to do what the climate crisis demands of us; we believe we need stories that inspire and motivate others to do what it takes to create the world we need. We want to make it easier for others to assess whether companies are making real progress towards their goals, whilst

also making it easy for businesses to work together and encourage one another to be more ambitious.

To be truly transparent, companies must be confident to leave the gatekeeper syndrome in the past and begin to make information as accessible as possible. By basing every certification on a robust evidence-based measurement methodology, members can speak with confidence, transparency and authenticity.

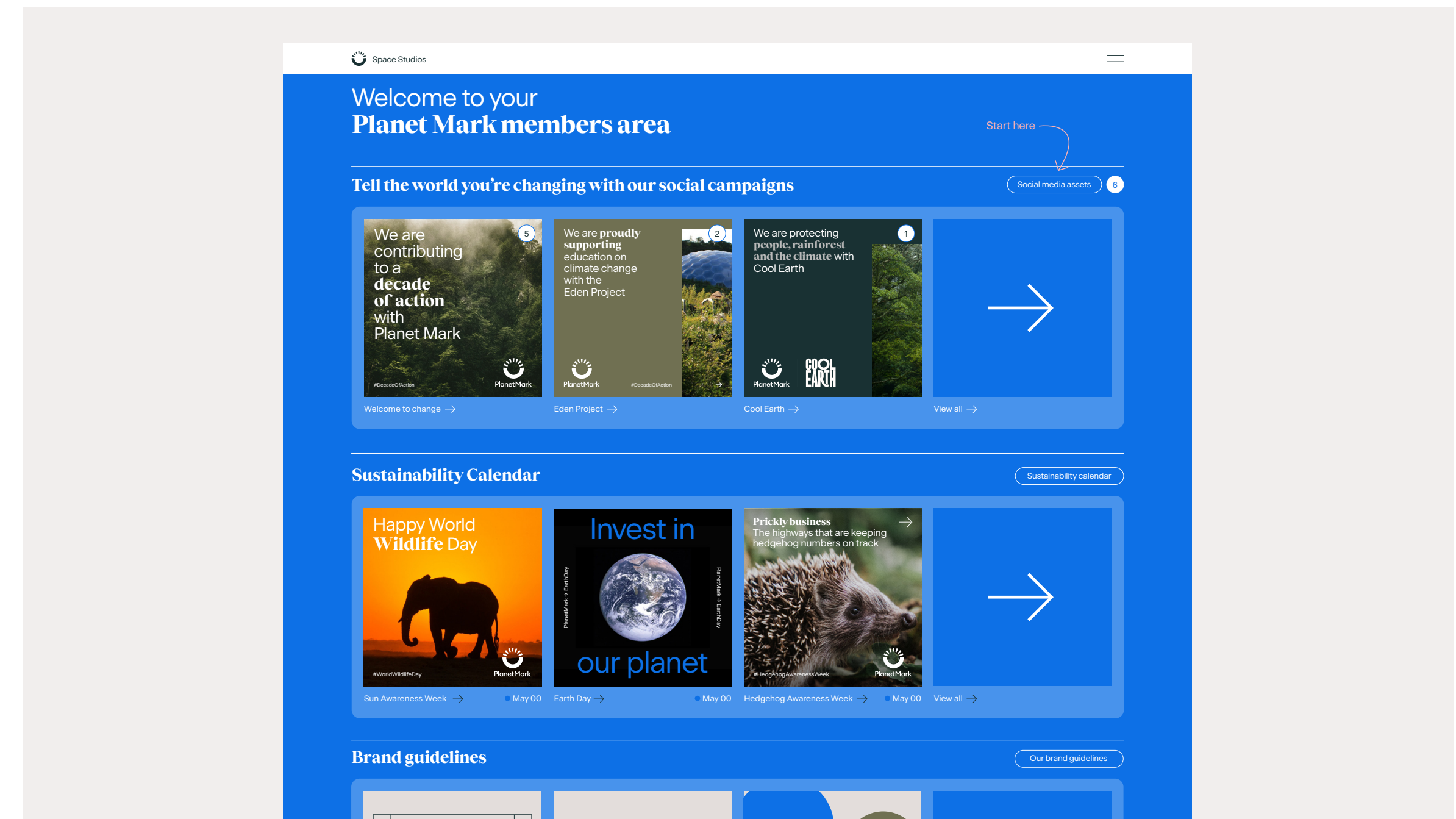
Member communications

We were one of the first certification programmes to recognise that communication is fundamental to the success of every sustainability journey, and key in accelerating our transition to zero carbon.

We created a dedicated customer communications team to support our members with transparent, impactful

communication and verify marketing claims to avoid greenwashing.

As part of our mission, we celebrated a significant rebrand of our Members Area, dedicated to helping communicate with confidence using Planet Mark social media assets, advanced toolkits and guides across Energy, Procurement, Travel, Waste and Water.



Do More Good

Having applied a robust methodology to measuring businesses' environmental impact, we also apply this same approach to quantifying the impact of social activities. This helps tell a wider sustainability story and engage their employees in the sustainable process. We are hugely proud that the Planet Mark community has delivered over £11,551,517 million in social value contributions in 2021.

People
Community & Volunteering
Donations
Procurement
Environmental Impacts

£11.5m **Total Social Value**

Planet Mark protected 335 acres of rainforest, which is **a 60% increase from the previous year's figure.**



By keeping the rainforest standing, Cool Earth's projects are reducing the carbon emissions from the land while allowing local communities and biodiversity to thrive.

For over a decade, Planet Mark members have been supporting Cool Earth to back people to protect rainforests and fight the climate crisis. Money from every business certification at Planet Mark fuels direct action in one of the biggest rainforest carbon sinks on Earth. It supports the Asháninka in their work as the stewards of 60,000 hectares of the Peruvian Amazon – that's over 13,400 Wembley Stadiums put together!

Our members have helped fuel Cool Earth's people-first approach and created sustainable income generation, food security, and education for the local people. With 80% of these forests within indigenous land, Cool Earth's work helps to preserve biodiversity, support communities and stabilise our climate.

In the last two years, our members have supported Cool Earth in the restoration of an old building to become Pamuk Bakau, a cacao factory to help build financial security for the people of Urakuza. In its first six months of operation, the factory sustainably processed and sold 15 tonnes of Cacao and has provided 100 jobs to local growers.

Funding has also helped launch Rainforest Labs, which unites Indigenous knowledge, ground truthing and satellite data to drive climate action.

Eden Project

Our relationship with the Eden Project is fundamental to Planet Mark. For over a decade we have worked with the Eden Project, supporting their mission to connect people with each other and the living world. Nature is a critical part of the solution to achieving global climate targets, and we believe that a connection with nature leads to action. *We are proud to have donated 5% of every Business Certification fee to the charity to support new projects, industry-specific training and education programmes.

*2021 data.

2,040

Pupils Reached through our work with the Eden Project

25

Total number of schools

68

Total number of workshops





Our members fund engaging and enjoyable virtual workshop sessions on key sustainability themes. Delivered live, and online to schools by the Eden Project Education Team.

With a combination of live interaction, presentation, task-setting and feedback, the sessions introduce the Eden Project, investigate our connections with and dependency on the natural world, and explore choices we can make that will have a positive impact.

**Rainforest Connection workshop:
People, Plants and Planet**

The session begins with a discussion about the regions in which the world's rainforests are located. It then moves on to look at some of the links that we have to the rainforest through our use of everyday products. Using stories from the rainforest charity 'Cool Earth' as an example, pupils then explore some of the issues currently facing the rainforest and the people who live there.

Sustainability Superstar workshop:

This workshop predominantly focuses on using food as a vehicle for teaching the pupils about sustainability as it enables us to teach a fairly complex idea in a relatable way.



The year ahead

Like our members, Planet Mark are **navigating** through its own **transformation**, **reshaping, sharpening** and **focusing** investment in areas to strengthen our robust evidence-based measurement. Enabling members to demonstrate to customers that **doing more good** is not only the **right thing** to do but **makes business sense**.

Steve Malkin

CEO at Planet Mark

Clean energy

The global energy crisis is driving a sharp acceleration in installations of renewable power, with total capacity growth worldwide set to almost double in the next five years.

Likewise, clean and renewable energy supplies are increasing in demand from businesses looking to reduce emissions. The combination of high costs associated with non-renewables and longstanding concerns about the environmental impact of fossil fuels has reframed renewables as a more economical and reliable source of energy.

We welcomed Ben Gray, Clean Energy Sourcing Manager to help provide members be better placed to weather future economic uncertainty and be primed for the next big energy challenge facing businesses: net zero while signalling a commitment to the climate to customers.

We partnered with Squeaky Clean Energy Ltd and Open Energy Market to help members secure high-quality, clean energy; from a Power Purchase Agreement for large organisations to flexible purchasing and bespoke contracts for SMEs.

“The rates we now have for our 100% clean, REGO backed electricity contract are cheaper than our previous supply contract despite our existing supply not being renewable! What’s more, Planet Mark’s Clean Energy Sourcing team managed to negotiate with our existing supplier and actually found us a price 15% cheaper than we were originally offered for a renewable tariff.

Anouk Dijkman, Fooditude
Sustainability Manager

Legislation and compliance

Over the past two years, Planet Mark has taken its engagement in policy and standards to new heights.

We've had the privilege of being involved in crucial standards, including the ISO Net Zero Guidelines and the ongoing UK Net Zero Carbon Buildings Standard. Upholding our commitment to robustness, we're dedicated to translating policy into practice by aligning our certification process with best practices.

By doing so, we ensure that our members meet the highest environmental standards and uphold public transparency. Our aim is to ensure that our members consistently go beyond compliance requirements and implement sustainable practices throughout their entire organisation and supply chain.



for a brighter future.



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