

Environmental Data 2020

Why report on impact?

We believe that business should be a force for good, and that true sustainability involves uniting economic growth and human progress without negatively impacting the planet. Every time we do something that achieves this goal, we leave a positive mark.

We call these our **goodmarks***.

Our focus on doing the right things is sharper than ever. We've always promoted a culture of honesty and integrity at mark-making*. Now, we're considering the impact of every single decision we make – whether relating to our own team, our clients and their customers, our suppliers or the world around us.

Measuring and managing what matters most

As legendary management consultant, Peter Drucker once said, 'What gets measured, gets managed'. And as part of our journey to becoming a B Corp, we've already done an awful lot of measuring. Now, we need to make sure we actually cultivate positive change, through the careful management of our policies and procedures.

With this in mind the following pages report on our carbon footprint data along with other key environment and social performance indicators that we are now tracking and setting targets for.



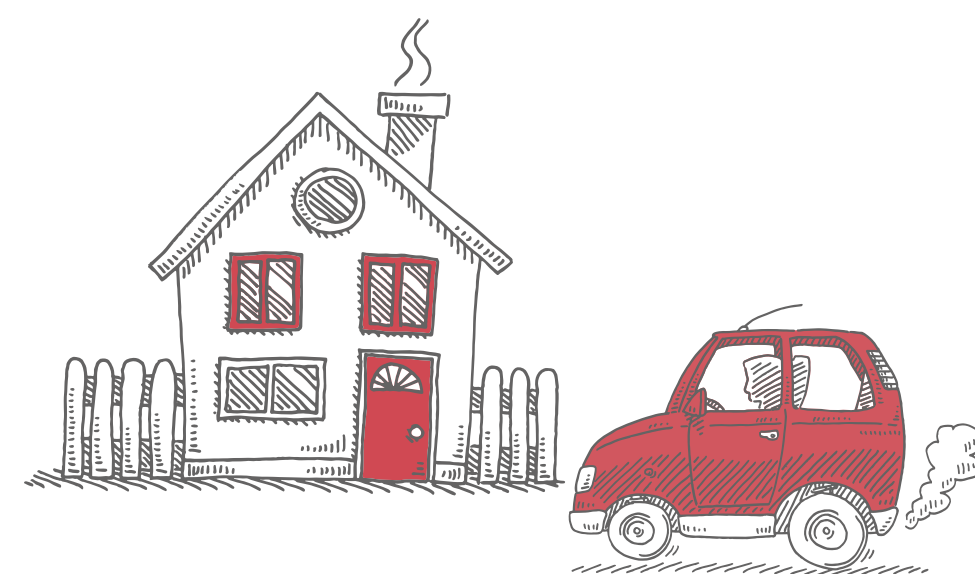
Our carbon footprint fell by a **third in 2020 vs 2019**

Our **footprint** is extensive, since we include **purchases we make on behalf of clients** in our Scope 3 figure.

Covid has significantly impacted our carbon footprint, especially in **reducing our commuting**, which we also include in Scope 3.

The total **market based carbon impact** was **44.8 tonnes** in 2020. This includes renewable energy.

The total **location based carbon impact** was **47.0 tonnes**. This ignores renewable energy.



Scope 1

Direct greenhouse (GHG) emissions from owned or controlled sources within the business, such as business travel, any company owned vehicles or central heating.

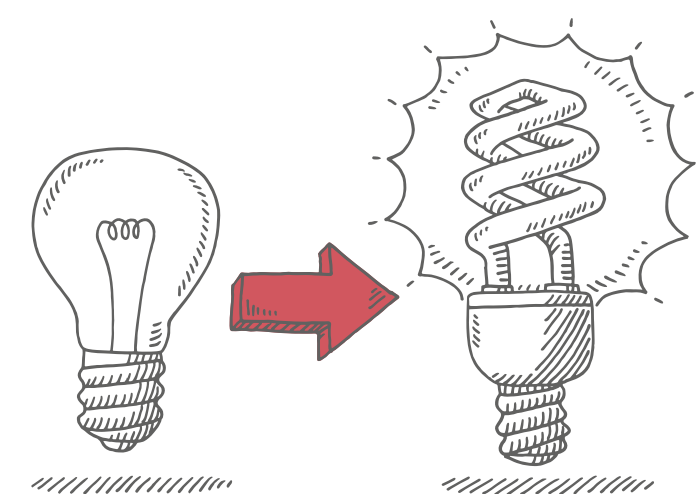
1.5 tonnes

2020

-69%

2019 to 2020

Please note: Gas is included in Scope 1.



Scope 2

GHG emissions created indirectly or off-site from the generation of purchased energy, including electricity and gas bills.

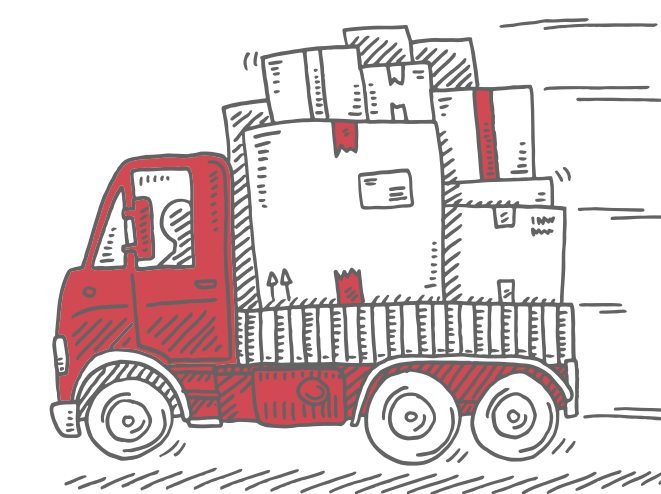
0 tonnes

2020

-51%*

2019 to 2020

*This is the 'location based' change using the national grid factor. However, we use 100% renewable energy.



Scope 3

All the other indirect emissions from our supply chain. Covering emissions associated with business travel, waste and water, this is usually the greatest share of the carbon footprint.

43.3 tonnes

2020

-30%

2019 to 2020



Where our carbon impacts are **2020**

Total footprint
44.8 tonnes CO²e

Waste & recycling

35kg

Gas

43kg

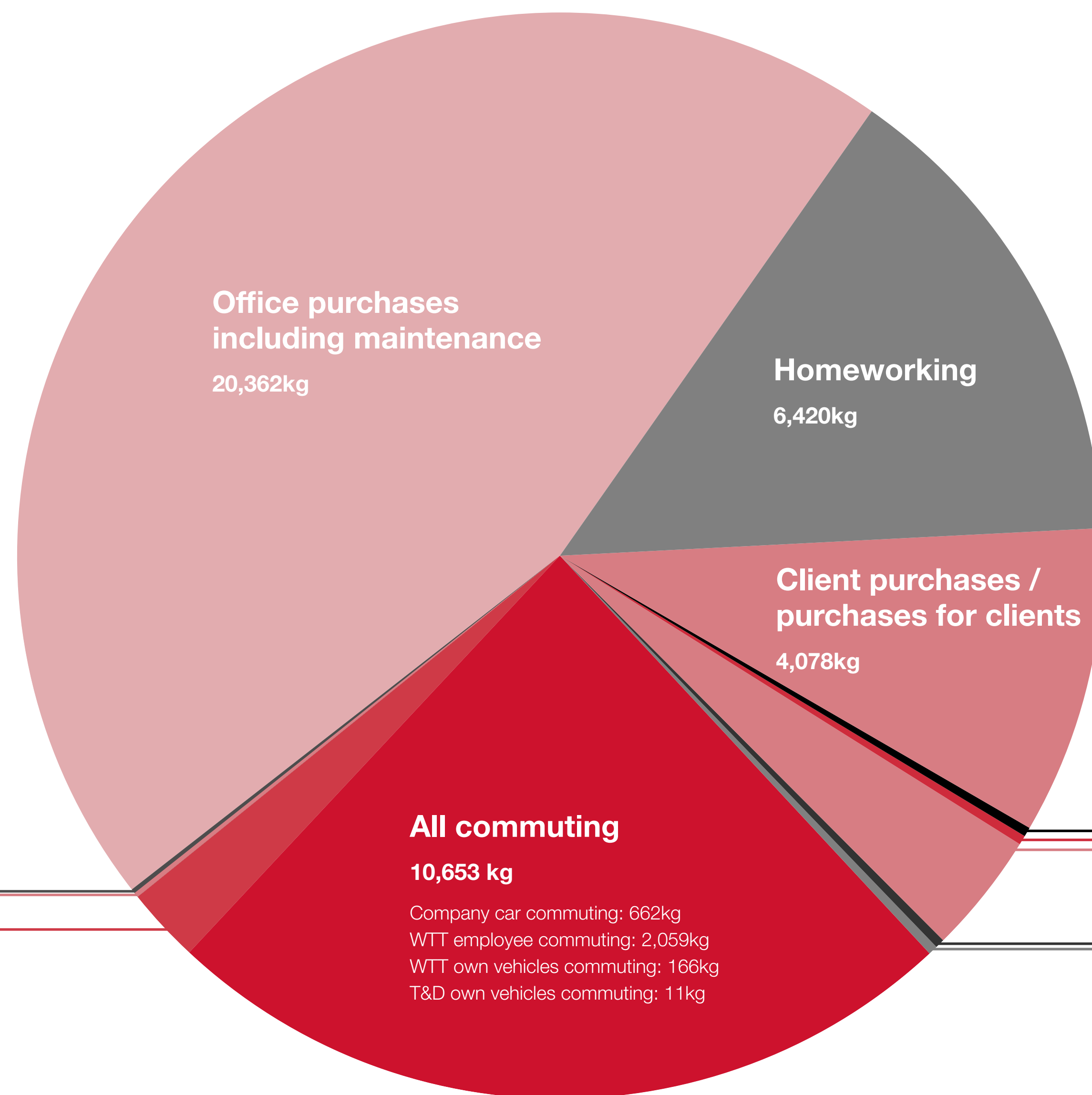
Business mileage all vehicles

1,024kg

Company car business mileage: 653kg
 Business mileage employee vehicles: 157kg
 WTT business mileage company vehicles: 164kg
 WTT business mileage employee vehicles: 40kg
 T&D business mileage company vehicles: 11kg

Please note:

WTT = Well to tank (getting fuel to the petrol station)
 T&D = Transport & Distribution (WTT equivalent for electric vehicles)



Freight for client purchases (Downstream)

150kg

WTT for client purchases (Downstream): 30kg

Freight for own purchases (Suppliers)

89kg

WTT for own purchases (Suppliers): 17kg

Paper

1,720kg

Water

63kg

Water treatment

145kg



Our carbon emissions 2019

Total footprint
67.3 tonnes CO²e

Freight for own purchases (Suppliers)

310kg
WTT for own purchases (Suppliers): 60kg

Freight for client purchases (Downstream)

166kg
WTT for client purchases (Downstream): 32kg

Client purchases / purchases for clients

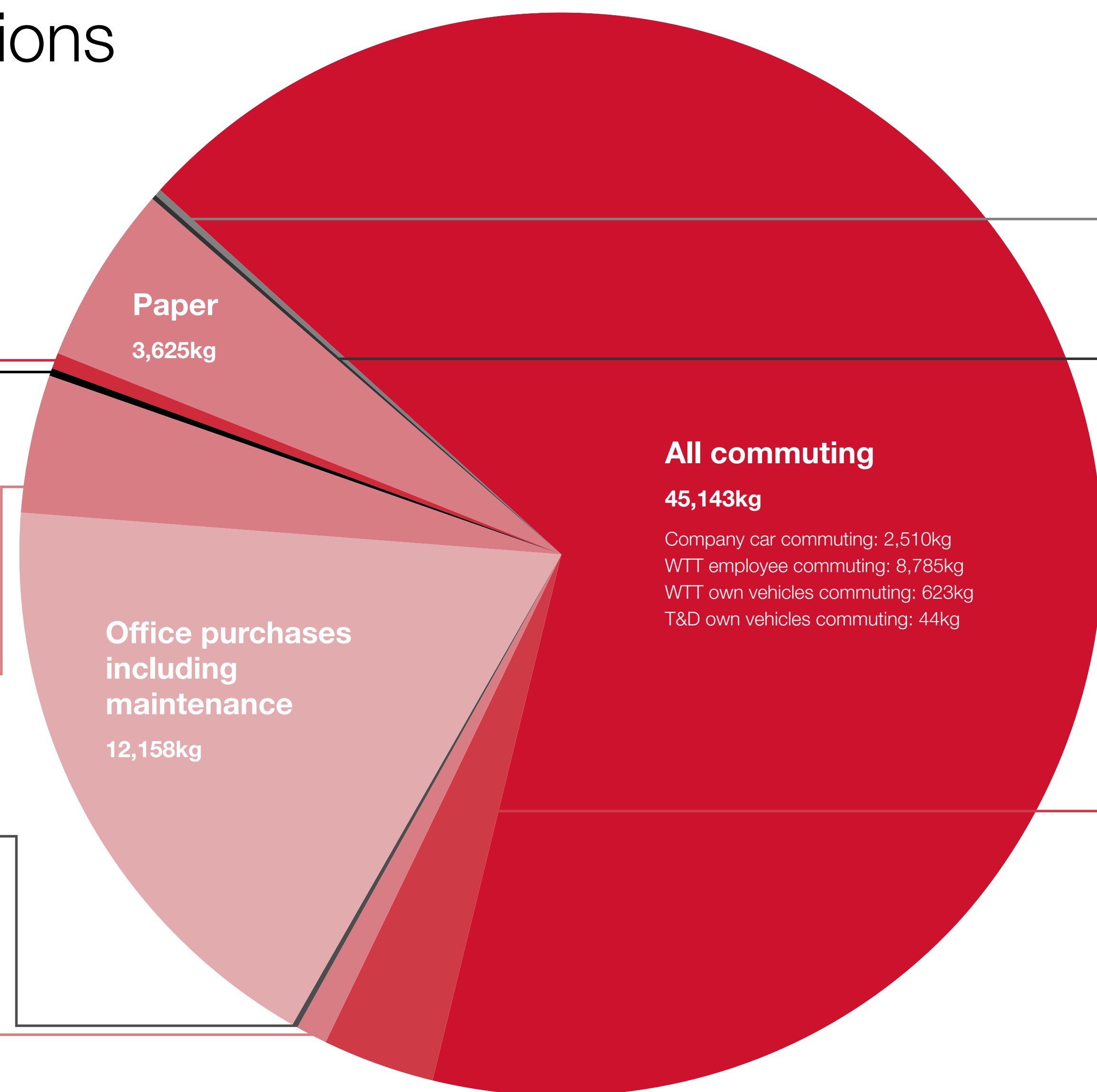
2,721kg

Waste & recycling

39kg

Gas

660kg



Water treatment

145kg

Water

70kg

All commuting

45,143kg

Company car commuting: 2,510kg
WTT employee commuting: 8,785kg
WTT own vehicles commuting: 623kg
T&D own vehicles commuting: 44kg

Business mileage all vehicles

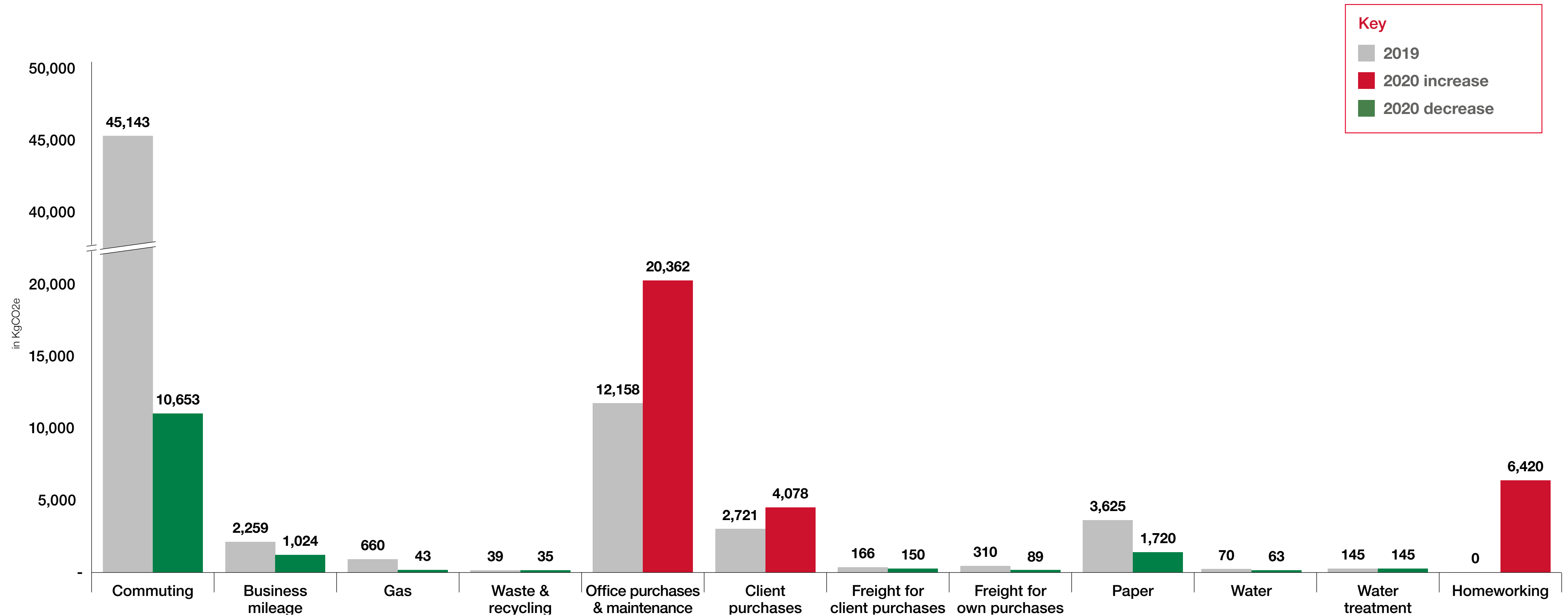
2,259kg

Please note:

WTT = Well to tank (getting fuel to the petrol station)
T&D = Transport & Distribution (WTT equivalent for electric vehicles)



Absolute comparison KgCO₂e 2019 vs 2020



Our environmental and social impact dashboard and targets

(Selection – does not include everything)

Strategic	2019	2020	2020 vs 2019	2021 Target	Comments
Energy					
Renewable electricity	100%	100%	0%	100%	
Renewable gas	0%	91%	91%	100%	
Electricity usage kWh	14,557	7,747	-47%	-5% vs 2019	End 2022
Gas usage kWh	2,857	1,986	-31%	-5% vs 2019	End 2022
Total energy usage kWh	17,414	9,733	-44%	-5% vs 2019	
Energy use kWh per FT employee	707.3	528.4	-25%	-5% vs 2019	
Climate					
Scope 1 & 2 emissions (tonnes CO ² e)	4.88	1.51	-69%	-5% vs 2019	
Scopes 1, 2 & 3 emissions (tonnes CO ² e)	67.1	44.8	-33%	-5% vs 2019	Ambition -10%
Water					
Water use (assumed 90% is mm*) M3	204	184	-10%	-1%	
Waste					
Waste to landfill %	5%	5%	0%	0%	Achieved Q4 2021
Total waste kg	1,832	1,632	-11%	-5% vs 2019	
Hazardous waste kg	2.5	2.5	0%	2.5	Extremely low. With purchase approximately 100 batteries a year which weigh 23g each plus minimal scalpel blades
Purchasing & Suppliers					
% of supplies from local businesses (<50 miles)		70.8%	70.8%	50%	Figure includes purchases for clients
Est. % office supplies made from recycled materials, recyclable, or environmental impact has been considered				100%	
Community – goodmarks*					
Total pro bono hours	137.5	33	-76%	312	1,058 in 2018
Value of pro bono hours	£13,063	£3,135	-76%	£29,640	5% pro bono started 01/08/2021
% Staff volunteering	9%	15%	67%	75%	75% in 2022
Donations / charitable giving	£1,001	£0	-100%	£650	
Value per mark-maker	£44	£0	-100%	£50	



Carbon offsetting with a positive impact



We have offset 110% of our total carbon footprint with ClimateCare through gold standard VER offsets in order to achieve a climate positive, carbon negative impact.

The Cookstove projects in Ghana and Bangladesh have climate reduction and social and economic positive impacts. By reducing indoor air pollution, it has a positive impact on health and particularly enhances the lives of women.

We're proud to support this project, which covers the following goals of the [United Nation's 17 global goals for sustainability](#):



Bondhu Chula Cookstoves, Bangladesh

<https://www.climatecare.org/projects/project-map/bondhu-chula-stoves-in-bangladesh/>



Gyapa Stoves Project, Ghana

<https://www.climatecare.org/projects/project-map/gyapa-stoves-in-ghana/>



Carbon footprint assumptions / methodology

mark-making* has had a third party assessment of its climate change carbon footprint prepared by two companies: Empathy Sustainability Ltd, with the support of Capitalactiv.

Boundary

- Our premise is to go beyond the GHG Protocol and include, as far as possible, everything mm* caused to happen or which we have influence over.

Client purchases / purchases on behalf of clients

- Client purchases have been included in Scope 3, because mm* have some “influence” over this.
- Disposal / waste calculations for client purchases have not been included, since mm* do not have influence over that.

Waste and water

- The same volume data has been used for water and sewage.
- Waste data was estimated by the contractors.

Travel

- Miles travelled has been used for director travel vs fuel spend, and calculated by dividing compensation by £0.45.

Energy

- Gas is included in Scope 1, since the burning /emissions occur on site, and have been offset by Ecotricity since Feb. 2020.

Distribution

- The carbon footprint for distribution of client purchases and WTT was included and calculated using tonnes km based on a 3.5 tonne van using the UK Govt conversion factor for Freighting.
- Almost all deliveries are relatively small and therefore one-way figures have been used, since this was probably via courier.
- Company purchases were calculated using vehicle movements and share of vehicle.
- Distribution for waste collection vehicles is included in the waste figures.

Investments

- The company does not have any investments.

Homeworking

- Included, using the Eco-Act White Paper methodology. However, we went further than this and apportioned 50% of heating attribution regardless of it not being “additional”, since otherwise, two partners from two different companies would say that neither was additional. It has to be accounted for somewhere, and proportionally.

Other

- A/C was not regassed and there were no gas leaks experienced or accounted for.
- No leased assets and franchising.

Not included

- Outsourced HR, freelancers and finance.

