

# ARE YOU READY TO MAKE YOUR MARK?

Business certification that  
recognises your commitment  
to continuous improvement in  
sustainability



eden project

# THE TIME IS NOW

THE WORLD NEEDS BUSINESS TO BE A FORCE FOR GOOD...

Blackrock, a global investor, has asked companies to start accounting for their societal impacts

There will be more plastic by weight in the ocean than fish by 2050

76% of millennials consider social and environmental commitments when deciding where to work

Customers are aware of the environmental commitments of brands and businesses now more than ever

*How transparent is your business?*

Increasingly, sustainability requirements are included in tenders

*Are your responses winning you more business?*

Brands that create social value gain a greater market share and attract the best talent

*How does your business contribute to society?*

...AND YOUR STAKEHOLDERS EXPECT YOU TO BE.

Businesses have a responsibility to positively contribute to their stakeholder's, communities, environments and economies in which they operate

*How are you improving your environmental impacts?*

IS YOUR BUSINESS READY TO MEET THESE DEMANDS?

# IT BEGINS HERE THE PLANET MARK

## EMPOWERING YOUR BUSINESS

We can empower you in a way that will really make a difference – to your business, your people and the world around you.

We do this through The Planet Mark, our globally known and trusted sustainability certification programme for business, which recognises commitment to continuous improvement.

We help you to measure and reduce your carbon emissions, energy and water consumption, your travel, and the amount of waste you create. And we will help you to engage your own people in the process, to help you save money, build a stronger brand and continue to thrive.

It's straightforward and aimed at organisations of all shapes and sizes, anywhere in the world, and at any stage on their sustainability journey.



Holders of The Planet Mark made an average 12% carbon saving per employee through reductions in energy, waste, water, travel and procurement

More than 1 million people have engaged in The Planet Mark programme



## A PRACTICAL PROCESS



### MEASURE

**Rigorous measurement means an understanding of truth**

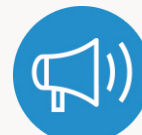
Measure and record your carbon footprint and environmental performance



### ENGAGE

**Unlock your employees' talent, knowledge and passion**

Get your employees, customers and suppliers excited about your commitment and progress



### COMMUNICATE

**Communicate your efforts at a glance while having the confidence to tell your full story**

Use our promotional materials and marketing channels to tell the world about your achievements

# THE BENEFITS

## QUANTIFIABLE SOCIAL, ENVIRONMENTAL AND ECONOMIC BENEFITS

### TELL YOUR STORY

You can use your results to tell your story with confidence and we will promote your business through The Planet Mark networks

### A COMPETITIVE ADVANTAGE

The third-party verification offered by The Planet Mark will make your bids and tenders stronger

### CERTIFIED WITH CERTAINTY

There is technical rigour and integrity to our measurement and analysis. The Planet Mark also complements ISO14001 and makes the assessment of your existing environmental management system easier

### A HEALTHY BOTTOM LINE

On average, certified businesses make a 12% carbon saving per employee through reductions in energy, waste, water, travel and procurement. Less expenditure means more profit

### IMMEDIATE ACCREDITATION

You get The Planet Mark certification in your first year by assessing your carbon footprint and committing to make an improvement

### ATTRACT AND RETAIN TALENT

You will build a stronger, happier workforce through staff engagement while attracting the best talent into your business

## THE SUSTAINABILITY REVOLUTION

**“This change is similar to the digital revolution in that anyone who is not on board will be left behind.”**

**Erik Solheim**  
Executive Director,  
UN Environment Programme

# OUR CLIENTS

## THE HOSPITAL CLUB

The Hospital Club has been certified to The Planet Mark for 5-years. The London-based members club chose the certification to demonstrate its commitment to society and the environment and to engage its members in an annual Sustainability Week.

Certification to The Planet Mark in 2017 was achieved by:

- Achieving a 3.4% total carbon footprint reduction
- Achieving a 16% reduction in electricity emissions
- Curating an annual sustainability week for members featuring experiential events and guest speakers.



## VOLKERWESSELS UK



Our clients are demanding much higher standards with regards to carbon, energy and waste reduction, along with greater transparency of our data. The Planet

Mark has given us the push we needed to raise our game. Business as usual is no longer an option.”

**Adrian Shah-Cundy, Corporate Responsibility Director**

## DP WORLD LONDON GATEWAY



We're extremely proud to have become the first port in the world to achieve The Planet Mark certification in partnership with the iconic Eden Project. Minimising impacts on the environment have shaped our planning, construction and the way we operate the port's berths and distribution centres on our Logistics Park. Indeed, a key value proposition for having a logistics hub in this location, closer to consumers, is to reduce CO2 emissions in UK supply chains, making this a particularly pleasing achievement.”

**Tom Coulter, Environmental Advisor**

## MEDIACOM

This was the first year of certification for MediaCom, having chosen The Planet Mark to engage employees and to show leadership in sustainability by helping brands to communicate more responsibly.

Certification to The Planet Mark in 2017 was achieved by:

- Committing to reduce carbon emissions by 5% annually
- Measuring carbon emissions from electricity, waste, water, fleet, travel and paper
- Training 49 staff as mental health allies, offering wellbeing activities and a monthly well-being allowance available for all staff



# ADDING VALUE TO YOUR BUSINESS

## SHOUT ABOUT YOUR SUCCESS

All certified businesses are presented with The Planet Mark certificate and report. Use this as an opportunity to galvanise your teams and gain some media attention.

**The Planet Mark™ Sustainability Certificate**

**Your Company**

Company is committed to continuous improvement in sustainability in its business operations by measuring and reducing its carbon footprint and engaging its stakeholders

Valid to: 31st March 2019

**Steve Malkin**  
Founder, The Planet Mark

**Sir Tim Smit KBE**  
Co-founder, the Eden Project

234.7 tCO<sub>2</sub>e total carbon footprint

2.33 tCO<sub>2</sub>e carbon footprint per employee

**Measure**

Period: 1st Jan 2017 to 31st Dec 2017  
Certified: London and Cambridge offices

Total carbon footprint: 234.7 tCO<sub>2</sub>e  
Carbon per employee: 2.33 tCO<sub>2</sub>e

- Scope 1: Natural gas
- Scope 2: Electricity
- Scope 3: Waste, Water, Business Travel

Carbon reduction target: 5 %  
Target reduction: 13.74 tCO<sub>2</sub>e  
Target per employee: 0.12 tCO<sub>2</sub>e

**Engage**

Achieving The Planet Mark™ demonstrates:

- Commitment to engage with your employees and suppliers to help drive improvements in sustainability
- Donation to the Eden Project to support education on climate change
- Donation to the award-winning charity Cool Earth to protect one acre of endangered rainforest

**Communicate**

Achieving The Planet Mark™ demonstrates:

- Commitment to raise awareness of business sustainability by communicating The Planet Mark™ certification to employees, customers and stakeholders.

www.theplanetmark.com  
info@planetmark.co.uk  
@ThePlanetMark

## BRING YOUR JOURNEY TO LIFE

Your package of assets and materials includes tailored infographics, like these, that you can use to illustrate and explain your progress.

## EFFECTIVE TOOLS AND ASSETS

While we get to work on the data, you'll have access to a host of unique tools, including:

- Our online platform to measure and monitor energy, waste, water, travel and procurement
- Our online sustainability toolkits, resources and templates to help embed business sustainability
- The Planet Mark logos, digital assets and communications materials

## INSPIRE YOUR TEAM

You'll get 12 free tickets to the Eden Project in Cornwall so you can take the team away to further inspire and motivate positive action.



We are a holder of The Planet Mark™ Our 2017 highlights

**28.7%** relative carbon footprint reduction per employee

**260** tonnes of CO<sub>2</sub> stored in one acre of protected rainforest

**22%** reduction in electricity emissions

**28.7%** relative carbon footprint reduction per employee

#ProgressForThePlanet

Benniman

eden project

We've achieved The Planet Mark™

We have achieved certification to The Planet Mark™ by showing good practice in sustainability

**COMMITMENT TO ENGAGE EMPLOYEES**

Our certification is based upon a commitment to reduce our carbon emissions by a minimum of 2.5%, year-on-year, and to engage employees and suppliers to drive improvements.

**MITIGATED 260 TONNES OF CO<sub>2</sub>**

Through our certification to The Planet Mark™ we are protecting an acre of endangered rainforest. This pledge goes directly towards supporting the Asháninka community in Central Peru.

**DONATION TO THE EDEN PROJECT**

Through our certification to The Planet Mark™ we have made a donation to the Eden Project to support education on climate change.

#ProgressForThePlanet

eden project

# THE NEXT LEVEL OF SUSTAINABILITY REPORTING



## MEASURE YOUR IMPACT ON SOCIETY

The Planet Mark goes beyond measuring your environmental impacts. It enables you to measure, analyse and report your contribution to society in a range of social impacts, such as providing volunteering 'impact' days, apprenticeships, charitable donations and even cutting carbon.

You will get to understand the positive financial impact your business is having on society and communicate the social benefits you bring to your community in a robust and authentic way.

## UN SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Our rigorous methodology for calculating and verifying carbon footprints is based on the internationally recognised Greenhouse Gas Protocol.

Being a holder of The Planet Mark means that your business is directly and measurably contributing to up to seven of the UN SDGs, the world's commonly used barometer of progress on environmental and social issues.

## OUR CHARITY PARTNERS

The Planet Mark supports and connects certificate holders to two outstanding charities that deliver transformational projects globally.

**eden project**

The Eden Project has been a close partner of The Planet Mark since the very start. We donate 5% of every certification fee to the charity to support new projects, education programmes and industry-specific training run by the charity.

**cooearth**

We are also protecting an acre of endangered rainforest with every certificate through the award-winning charity Cool Earth, which is supported by Her Majesty The Queen and Sir David Attenborough.

**NOW IS THE TIME TO  
MAKE YOUR MARK.  
MAKE IT A POSITIVE  
ONE.**

Join our community for a better future. Get in touch now to find out how we can help you on your sustainability journey.



**eden project**

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