

# Social and Environmental Plan

2020 – 2025

AG

# AG Social and Environmental Plan 2022

Our vision: **create a better world with equality and climate action at the core of everything we do**

## **Goal 1:**

Drive equality for women and girls

SDG #5

## **Goal 2:**

Be Carbon Net Zero by 2025

SDG #13

# AG Social and Environmental Plan 2022

Our vision: **create a better world with equality and climate action at the core of everything we do**

Goal 1: Drive equality for women and girls		
KPI	Progress	Status
75% Employees are women	100%	Achieved
60% Suppliers are women owned/managed	75%	Achieved
60% Clients are women	66%	Achieved
75% Employees mentor girls	100%	Achieved

# AG Social and Environmental Plan 2022

Our vision: **create a better world with equality and climate action at the core of everything we do**

Goal 2: Be Carbon Net Zero by 2025		
KPI	Progress	Status
Measure Carbon Footprint by 2022 (scope 1,2&3)	100% (total emissions 137tonnes)	Achieved
Create annual plan to reduce footprint & offset	100% (see <a href="#">Climate Neutral</a> )	Achieved
Plant 25k trees by 2025	56% (13,965 planted)	On Track
20% supply chain to measure carbon footprint through Giki	123% (21 of 26 completed)	Achieved
Join 1 membership to drive climate action & attend 5 community action groups	120% (Business Declares, AP: Force for Good, Better Business Act, Better Business Festival, UK for Good, Power for People, SHE Changes Climate)	Achieved

# Our Environment Plan - What we can impact



# Reducing carbon impact

## How and where we work

AG  
Employee &  
Workplace

- Share our Communications Carbon Reduction Plan and travel policy
- Environment bonus for all employees who measure and reduce their carbon impact (£500)
- Help employees reduce their home emissions with tips and advice
- Introduce new apps and technology to remove printing and paper from the office – print only when critical
- Replace single use materials and use approved stationery supplies from 1% for the Planet or B-Corp recycled sources
- Identify any single-use giveaways or company branded items and replace items with reusable or regenerative alternatives
- Team members to work from home +50% of the time
- Company Cars to be EV/hybrid



Supply  
Chain

# Reducing carbon impact

## Who we work with

- Invite suppliers to complete Giki Survey to measure their carbon impact
- Issue supplier survey to track and measure carbon reduction measurement and plans
- Help suppliers cut emissions with tips, advice and examples of our policies
- Share AG communications carbon reduction plan and travel policy
- Introduce new apps and technology to reduce printing for client projects – print only when critical



Clients

# Reducing carbon impact

## How we work with clients

- Help clients understand their carbon impact and how to cut communication related carbon emissions
- Share AG communications carbon reduction plan and travel policy
- Introduce new apps and technology to reduce printing for client projects – print only when critical



# Reducing carbon impact



Community

## Helping others

- Share our communications carbon reduction plan and travel policy externally
- Help and support others at Alderley Park: Force for Good Network to measure and cut their emissions
- Educate on why it's important to work towards Carbon Net Zero goal
- Actively promote and donate to our climate partners;
  - Business Declares
  - 1% for the Planet
  - Climate Neutral
  - Power for People
  - Rewilding Britain
  - SHE Changes Climate

# AG Carbon Reduction Plan 2022 (employees)

- Measure office carbon footprint through **Climate Neutral** ✓
- Measure home carbon footprint through **Giki Zero** ✓
- Reduce office / home office heating temperature by **1 degree** ✓
- **Travel** by bike / electric vehicle / train / tram at all opportunities – journey **share** were possible ✓
- Work from **home** 50% to reduce travel impact on environment ✓ + £312 tax relief for working from home
- Eat **vegan** at least 1 day per week / Team step count challenge
- Use **reusable** AG mugs & water bottles for drinks – don't use single use cups ✓
- **Printing** critical documents only ✓
- **Recycle** all waste ✓
- Use Microsoft **Office 365** for all online activity to track and measure our IT carbon impact ✓
  - Don't send attachments, use links in Teams/Sharepoint
  - Keep emails to a minimum to reduce e-traffic
- Change **search engine** to [Ecosia](#) – a non-profit B Corp browser that is fast, free, plants trees and shows fewer ads ✓
- See [Sustainability for AG Clients Policy](#) for more ways to reduce our communications carbon footprint ✓

# AG Carbon Reduction Plan 2022

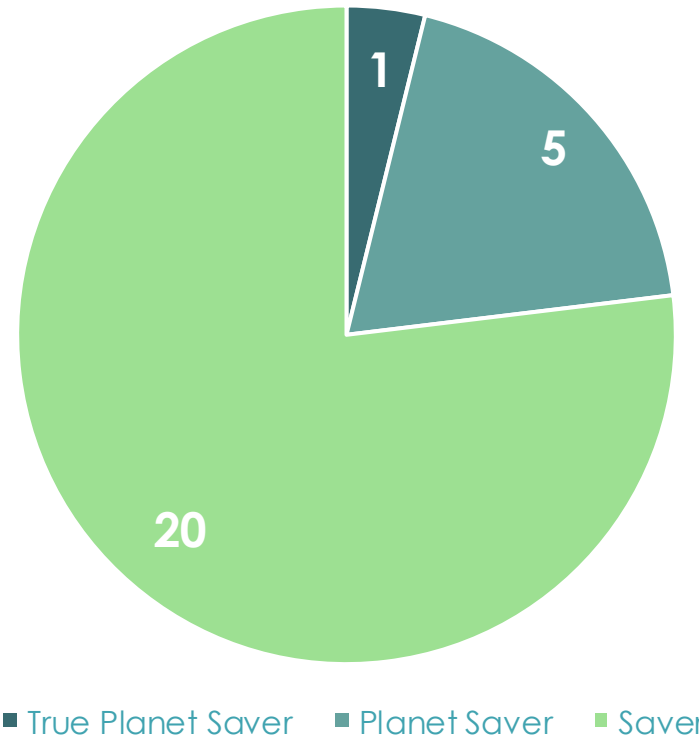
## Tips for AG Members and Suppliers;

- Measure home carbon footprint through [Giki Zero](#) ✓
- Reduce office / **home office heating temperature** by 1 degree
- **Travel** by bike / electric vehicle / train / tram at all opportunities – [journey share](#) where possible
- Work from **home** 50% to reduce travel impact on environment ✓ + £312 tax relief for working from home
- Encourage to eat **vegan** at least 1 day per week
- Use **reusable** mugs & water bottles for drinks – don't use single use cups. ✓ Ask AG for a free eco-friendly cup!
- Reduce **printing** to critical documents only ✓
- **Recycle** all waste
- Use Microsoft **Office 365** for all online activity to track and measure our IT carbon impact ✓
  - Don't send attachments, use links in Teams/Sharepoint
  - Keep emails to a minimum to reduce e.traffic
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# Giki Zero

## AG colleagues completed carbon footprint calculator

AG results up to June 2022



Planet  
Saving  
Heroes

AG colleagues completed the Giki Zero carbon footprint calculator. **The aim is to achieve 500 points or more.** Achieving over 1000 points is to be a true 'planet saver'.

# AG Travel Policy 2022

We care about the impact of AG travel on our planet and seek to reduce and remove this from our business operations where possible by:

- Attending meetings and events **virtually** where possible – one day trips are often best done virtually
- If travel is necessary, use **'green' transport** where possible. This is by bike, electric vehicles, and public transport (trains, trams, buses)
- Book travel as far **in advance** as possible to secure cheaper, greener rates via [Melissa.Penn@agcommunications.co.uk](mailto:Melissa.Penn@agcommunications.co.uk)
- Avoid **single purpose trips**, look to maximise the engagement and impact by having multiple meetings
- If traveling for/on behalf of a client, they must **authorise** that this **travel is critical** for the project delivery and confirm they are happy to cover costs for 'green' travel and/or offsetting the carbon impact
- If there is no other option but to fly, use the **lowest carbon impact** option at all times

[International Travel Request Form](#)

# Social and Environmental Goals – achievements by year

AG

# Social Goal: To drive gender equality for women and girls

2020

- AG employees 100% Women

2021

- AG employees 100% Women
- Supplier gender 75% Women
- Client gender 71% Women
- Donated 1% turnover to The Girls Network

2022

- AG employees 100% Women
- Supplier gender 75% Women
- Suppliers from NW England 83%
- Client gender 69% Women
- Volunteer and donate to The Girls' Network
- Nominate SHE Changes Climate to 1% for the Planet

2023+ plan

- Provide more purposeful and flexible work for women
- Offer girls workplace experience
- Increase impact with The Girls' Network and SHE Changes Climate through volunteering, pro-bono work, mentoring, workshops and funding

# Environmental Goal: For AG to be Carbon Net Zero by 2025

2020

- Offset 518t Carbon through Ecologi
- 5,388 trees planted through Ecologi

2021

- 40 mini trees gifted to all employees and 80% suppliers
- 5000 trees planted through Ecologi
- Joined 1% for the Planet to invest in environmental causes and drive climate action

2022

- Launched AG vision, mission and impact timeline
- Joined Climate Neutral, measured and offset carbon
- Invited employees and supply chain to measure carbon footprint through Giki Zero
- Develop and implemented Carbon Reduction Plan

## 2022 Cont...

- Joined Better Business Act & Business Declares movements
- Set up AP: Force for Good Network
- Membership of Cheshire for Good/UK for Good
- 1 employee to complete The Carbon Literacy Project (Nov)



# Environmental Goal: Cont...

## 2023 plan

- Implement Carbon Reduction Plan
- Support, educate and inspire supply chain to reduce carbon footprint by 10%
- Plant 5000 trees with Ecoligi
- Grow AP: Force for Good Network and start B Corp journey
- Publish 2022 Impact Report

## 2024 plan

- Implement and improve Carbon Reduction Plan
- Support, educate and inspire supply chain to reduce carbon footprint by 10%
- Plant 5000 trees
- Publish 2023 Impact Report

## 2025 plan

- AG to be Carbon net zero
- +25k trees planted
- 10% reduction in supply chain carbon
- Only work with clients and suppliers who are carbon net zero or have a plan to be by 2030
- Support those who need help to become carbon net zero

AG

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