

# THE PLANET MARK 2017 IMPACT REPORT

Celebrating the collective  
impact of holders of The  
Planet Mark



eden project

# WE ARE MAKING OUR MARK

The Planet Mark was created to enable organisations and their people to make positive contributions to society and the environment.

This, our first-ever Impact Report, shows the great work of every holder of The Planet Mark in 2017. We're a community with shared values and now we are a community of shared results.

To all of those organisations that have chosen The Planet Mark – and the more than 1 million people you represent – we thank you for your contribution. This is your report and I hope you are as proud of the cumulative achievements of our community as we are.

It means that, together, we are fulfilling our mission to improve quality of life and protect our planet, while creating better, more responsible businesses.

Our certification demands continuous improvement. So, we're sure that, with your continued support and ever more organisations using The Planet Mark, our next annual Impact Report will be even more impressive as we continue to be a force for global good.

**Steve Malkin**

**Founder of The Planet Mark**

## HOW THE PLANET MARK BUSINESS CERTIFICATION WORKS

Holders of The Planet Mark Business Certification are required to measure and reduce their annual carbon emissions associated with business operations. The process helps them understand and optimise energy, travel, water and waste.

Each year the new carbon footprint becomes the next year's baseline, thus driving continuous improvement and helping generate our outstanding results.

It's straightforward and aimed at organisations of all shapes and sizes, anywhere in the world, and at any stage on their sustainability journey, so that we can all contribute to a better society and environment.



# BUSINESS CERTIFICATION

## IMPACTS



**1,409,255 tCO<sub>2</sub>e reported**

This is equivalent to the carbon emissions produced by 152,171 homes in one year

The accurate measurement and transparent reporting of carbon emissions is fundamental to The Planet Mark and essential to driving action on climate change. The Planet Mark helps ensure that every organisation can be confident in their carbon reporting.



**1,017,226 employees**

(and further education students) in certified businesses

The Planet Mark certification was designed to deliver positive change at scale so we are particularly proud to reach more than 1 million people. Engagement is core to 3-step process to help unlock the knowledge, skills and passion of people to drive improvements in the organisations that we certify.



**4% average reduction**

Reducing absolute, or total, carbon emissions is essential in our efforts to address the devastating impacts of climate change.

Our challenge is to work collectively to keep up this great work and to let other organisations know what is possible.



**14,646 tCO<sub>2</sub>e total saved**

This is the equivalent of the carbon emissions produced annually by electricity use in 2,195 homes

This impressive carbon reduction is a result of the impressive work in reducing our consumption of valuable resources such as energy and water, as well as reducing our waste.



**12% average reduction per employee**

Reporting carbon reduction per employee helps communicate the value of our individual contribution to reducing emissions. It means we can set targets per person and ask people for their continued support. It is also a way for growing businesses to capture and demonstrate the success of their sustainability efforts even when - as a result of business growth - their absolute carbon emissions have increased.

We use 'intensity' measures such as carbon reduction per employee to help organisations demonstrate the results of their actions.



**88% renewal rate**

Our renewal rate is a critical indicator of our success. It signifies two things – first that organisations are achieving carbon reductions (and are therefore eligible for re-certification) and second, that The Planet Mark is creating business value, as holders are choosing to renew their certification each year.

Our goal is to continually improve our renewal rate to 100% to demonstrate that sustainability is good for business, and business is good for society and the environment.



**2.25 tCO<sub>2</sub>e average annual emissions per person,**  
the equivalent of switching 75 incandescent lamps to LEDs

The success of The Planet Mark is often attributed to its ability to engage people in the process – and showing the value of their contribution. We know that people change their behaviours as a result.



**42% of holders have been certified for 4-years or more**

We thank those organisations who have joined The Planet Mark so soon after we launched. We know year-on-year progress is challenging but you are demonstrating how it can be achieved and are a great role models for others to follow.

# NEW DEVELOPMENT IMPACTS

## THE PLANET MARK CERTIFICATION FOR NEW DEVELOPMENTS

The Planet Mark New Development Certification helps property developers embed sustainability – from first principles through to the handover and occupation of their buildings.

As a result, the certification measures the improvements achieved through design, specification, construction and the operational performance of each development.

We believe it is imperative to consider whole-life impacts of buildings, making the measurement of embodied and operational carbon a necessity. This helps to reduce immediate impacts in construction and create better, more sustainable buildings for now and the future.

We thank those developers who have chosen to certify their buildings to The Planet Mark. Your influence goes far beyond the benefits of your building; it has the power to drive sustainable development far wider.



**19% average reduction  
in whole-life carbon  
emissions**

This includes embodied carbon (the carbon emitted during the manufacture, transport and construction of building materials) and operational carbon.

This reduction can only be achieved through the commitment of property developers to go beyond compliance. It is a demonstration of success and also of leadership.

By engaging suppliers through the value chain, it also provides the potential legacy of better building design, specification and construction.



**2,285,144 sqft of  
buildings are under The  
Planet Mark certification**

Along with those developments certified, many others were in construction during the year for completion in 2018. With more than 2 million square feet of buildings in our programme, we have the ability to cut carbon at scale and encourage the industry to consider sustainable practices as 'business as usual'.



**10 new developments  
certified to The Planet  
Mark in 2017**

All new developments delivered carbon reductions and engaged stakeholders, from suppliers, customers and the local community, in the process.



**We feel passionately that, as a  
property company, we should play our  
part in reducing average lifetime carbon  
in our buildings and bring the benefits of  
sustainability to our customers, the local  
community and beyond”**

Simon Cox, First Vice President, Project  
Management & Sustainability Officer,  
Prologis



## Increasing 2017 carbon savings

38,451 tCO<sub>2</sub>e total carbon saved over the 30-year lifetime of the buildings, the equivalent of taking 8,234 cars off the road for a year

10,322 tCO<sub>2</sub>e embodied carbon reduction

28,805 tCO<sub>2</sub>e operational carbon reduction

The built environment accounts for 40% of the UK's carbon footprint. It is remarkable what carbon savings can be achieved through a commitment to sustainable development.

Given that over 50% of a building's lifetime emissions can be in the construction phase (i.e. the first year of its life) it is essential to use whole-life carbon as a measure of sustainable development.

Every new development we certify supports sustainability programmes in the local community. Our friends at the Eden Project provided experiential, curriculum-based sustainability classes for children in schools local to each development.

As part of our programme, we helped to connect volunteers from the developments with the community projects, enabling volunteers to support the Eden Project workshops.



## Building knowledge with primary school children

8 schools received workshops from the Eden Project

762 school children attended an Eden Project sustainability assembly

513 school children attended Eden Project sustainability workshops

15 volunteers from developers, main contractors and occupiers attended and supported the workshops

Every new development we certify supports sustainability programmes in the local community. Our friends at the Eden Project provided experiential, curriculum-based sustainability classes for children in schools local to each development. All the schools received certification to The Planet Mark and a toolkit to engage and inspire the children to make changes within their school.

As part of our programme, we helped connect volunteers from the developments with the community projects, enabling volunteers to support the Eden Project workshops.

# COMMUNITY IMPACTS

We have calculated the social value provided to society by Planet First in 2017. We were very proud to discover we delivered over £240,000 of benefit to society through our activities.



**£240,029 social value delivered by our team**



**143 hours of expert business advice delivered to SMEs**



**1,186 commuting miles saved thanks to remote and flexible working policies**



**20,649 car miles saved through taking public transport to meetings**



**The process of measuring our impacts on society has inspired the team and encouraged us to do more in 2018”**

Sarah Gillett, Director,  
The Planet Mark



# OUR CHARITY PARTNERS

Our relationship with our two long-term charity partners goes far deeper than contributing funds. We learn from and encourage each other to drive transformational change.

Members of The Planet Mark team are encouraged to attend one of the Eden Project HotHouse residential personal development programmes.

Through The Planet Mark, organisations and their people can connect, collaborate and develop their own relationships with these outstanding international charities. Each year, holders of the certification receive 12 free tickets to visit the Eden Project in Cornwall and one acre of Amazon rainforest is protected by Cool Earth as part of The Planet Mark certification.



**1% of turnover donated to our charities**



**12% of profit donated to our charities**

## 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.

[edenproject.com](https://edenproject.com)



Cool Earth is the non-profit organisation that works alongside rainforest communities to halt deforestation and climate change. It is supported by Her Majesty The Queen and Sir David Attenborough.

[coolearth.org](https://coolearth.org)



## VERIFICATION STATEMENT

The reviewer, Dr. Craig Jones of Circular Ecology, has reviewed cumulative carbon emission data for business certifications to The Planet Mark for 2017.

The reviewer did not find evidence to doubt the accuracy of the data on absolute cumulative emissions and absolute emission reduction percentage. This statement applies to these two indicators only.

The reviewer, Dr. Craig Jones of Circular Ecology, has reviewed carbon emission data for new developments to The Planet Mark for 2017. The reviewer did not find evidence to doubt the accuracy of the data.

**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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