



Environmental Sustainability Vision, Policy and Strategy

Forward

BakerBaird Communications takes its approach to sustainability incredibly seriously. As a company we want to be seen as champions of sustainability and will do everything it can through its own practices to champion the UK's targets on climate change.

As we own no property of our own (it is only leased) we will champion and adhere to the policies of our chosen provider Scale Space.

Over and above the below policy we pledge:

- To work only with those companies and suppliers who show a proactive attitude to sustainability
- To purchase services and products only from those who show the same attitude
- To actively pursue Public Relations clients who want to promote sustainability to others
- To adhere to the Chartered Institute of Public Relations Code of Conduct as well as commit to at least two CPD activities per year on sustainability
- Our office providers are Scale Space and we will adhere and support their policies.

BakerBaird is committed to making a positive impact through outstanding environmental and sustainability performance. This is a level of ambition that presents a huge challenge that will take time and resources to fulfil.

It will mean that the way in which we deliver some activities will need to be different, many behaviours changed, and projects redefined. Whilst there are risks and initial additional costs involved, there will be long-term benefits and the reputational risk of poor performance will be averted.

Our approach resonates with our scale of vision and provides a focus for action and decision-making. Our performance needs to be benchmarked against peer organisations.

We fully support our environmental sustainability vision and call upon all employees and members of Scale Space to play their part in achieving the aims and ambitions set out in this Environmental Sustainability Vision, Policy and Strategy.

Introduction

Our Environmental Sustainability Vision is committed to making a positive impact through outstanding environmental sustainability performance. Our policy framework shows how our environmental sustainability vision aligns with our mission and one of its core values.

It contains four underpinning principles and three priority areas and conveys our key environmental sustainability impacts and the supporting approaches available to manage these impacts.

In order to deliver our policy aspirations, we will need to implement our multi-step Environmental Sustainability Strategy.

This contains details of the aims, targets, key performance indicators and implementation mechanisms relating to the key impacts and supporting approaches. The Environmental Sustainability Strategy will, in part, be implemented through several supporting policies and plans.

Policy Document

The focus of our policy and strategy is the operational aspects of BakerBaird, in implementing this policy we seek to work collaboratively with our partners to achieve its aims.

Policy Framework

Mission

To contribute to society through the pursuit of excellence in our business sector and reach the highest levels of excellence.

Core Values

- Concern for sustainability and the relationship with the environment
- To protect and enhance the natural environment by reducing our direct environmental impact.
- To create a culture where the community is engaged, empowered, and supported in improving their personal and collective environmental sustainability practices.
- To maximise the wider positive impact of environmental sustainability actions at all levels through communication, collaboration, partnership

Priority Areas

- Reduce carbon emissions.
- Positive impact through education of employees and members
- Conserve natural resources

Key Impacts

- Energy consumption
- Resource and waste management
- Employees and Members with sustainability skills, knowledge and understanding.
- Water Use

Supporting Approaches

- Sustainable travel
- Energy and carbon management
- Sustainable construction & refurbishment
- Integrating sustainability into business development
- Environment Management System
- Partnership and engagement
- Sustainable procurement

Our Aim

- To reduce carbon emissions from energy use by 30% by 2025 against a 2020 baseline.
- We aspire to a long-term ambition to be carbon neutral from energy use by 2030.

Key Performance Indicators

- Carbon emissions from energy use (tonnes)
- Carbon emissions from water use (tonnes)
- Carbon emissions from energy use per employee and member (tonnes/FTE)
- Carbon emissions from water use per employee and member (tonnes/FTE)
- Carbon emissions from energy use per total income (tonnes/£)
- Carbon emissions from water use per total income (tonnes/£)
- Percentage of energy generated from onsite renewable or low carbon sources (%)

Key Implementation Mechanisms

- Review of the Carbon Management Plan in 2021 to include the development of a roadmap to carbon reductions and appropriate targets and key performance indicators across all carbon emission scopes.
- Implement energy efficiency and carbon reduction projects within existing buildings through the Energy and Carbon Reduction Project.
- Investigate opportunities for strategic estate-wide renewable energy at Scale Space with the aim of increasing the volume of energy generated from onsite renewable or low carbon sources.
- Work with members with the aim of using their expertise to help solve problems and implement effective solutions.
- Measure Scale Spaces carbon footprint and develop appropriate metrics to monitor these emissions.
- Monitor and analyse energy and carbon data and provide relevant information to members.

Water Management

Overarching Aim

To conserve water through efficient use and management.

Target

To reduce water consumption by 25% by 2025 against a 2020 baseline.

Key performance indicators

- Total water consumption (m3)
- Total water consumption per staff and student (m3/FTE)

Key implementation mechanisms

- Ongoing monitoring of water consumption data to assist in identifying areas of potential savings.
- Implement a programme of water efficiency projects.
- Seek opportunities for installing water management measures, such as rainwater harvesting and sustainable urban drainage systems.

Waste Management

Targets

- To send zero non-hazardous waste to landfill by 2025.
- To achieve continuous year-on-year reductions in waste arising per FTE staff and members.
- To recycle at least 95% of total waste produced at the Scale Space by 2025

Key performance indicators

- Waste sent to landfill (tonnes)
- Waste mass generated per FTE staff and members (tonnes/FTE)
- Percentage of waste generated that is recycled or composted (construction and non-construction waste) (%)

Key implementation mechanisms

- Provision of appropriate recycling infrastructure.
- Use of an online system to support reuse of materials and equipment across Scale Space.
- Requirement for Site Waste Management Plans to be developed for all capital projects.

Sustainable procurement

Overarching Aim

- *To positively influence the sustainability performance of suppliers and the sustainability credentials of the goods and services that we purchase.*

Targets

- That procurement frameworks are more attractive financially, more environmentally friendly, and faster than other routes, and therefore, more members use them.
- To consider sustainability criteria within their procurement activity.

Key performance indicators

- Level achieved on the Flexible Framework. This framework is a self-assessment mechanism that allows members to measure and monitor their progress on sustainable procurement over time.
- During 2021, we will also develop appropriate metrics for measuring progress in influencing sustainability performance within our priority commodity areas.

Key Implementation Mechanisms

- Adopt a Sustainable Procurement Policy covering all aspects of sustainability (environmental, social, and economic) and including commitments to procure goods and services that minimise energy use, waste and social impacts.
- Provide appropriate training and guidance to staff within Scale Space who are involved in purchasing decisions.
- Develop policies and procedures that promote sustainable procurement and encourage members to use these.
- Undertake a Commodity Impact Analysis to identify priority commodity areas and develop plans for our top ten commodity areas by December 2025.
- Develop and implement a targeted supplier engagement programme to promote continual improvements by both suppliers and Scale Space purchasers.
- Use the Flexible Framework to monitor our progress on sustainable procurement.

Sustainable Construction and Refurbishment

Overarching aim

To reduce the environmental sustainability impacts of our construction and refurbishment projects.

Targets

- To establish and implement a standard for sustainable construction at Scale Space that is context specific and is considered a leading approach in comparison with our peers.
- By 2022, for 95% of buildings (by floor area) to have a minimum Display Energy Certificate rating of 'D'.

Key performance indicators

- All new buildings are certified at least BREEAM Excellent or equivalent.
- The percentage of buildings that have a minimum Display Energy Certificate rating of 'D'.

Following the review of this approach to sustainable construction and refurbishment we will adopt appropriate key performance indicators to monitor the implementation of the new approach.

Key Implementation Mechanisms

- A strategic approach to the use of the existing estate through more efficient use of space and increasing the use of shared facilities.
- Review of Scale Spaces approach to sustainable construction with a revised approach covering new build, refurbishment, fit-out and master planning to be adopted in 2021.
- Through the Soft Landings process, monitor the energy consumption of new buildings and compare to the design estimates for at least three years after occupation. Investigate any significant differences and consider appropriate mitigation measures.
- Development of site-specific sustainability frameworks as part of master planning work.

Travel

To provide viable and accessible sustainable travel options for staff and members for travel to work, travel at work and travel for work which results in a reduction of carbon emissions.

Key performance indicators

- Modal split for staff commuting (as measured through the annual travel survey).
- Per capita carbon emissions from flights.

As part of the review of Travel Plan in 2021 we will develop appropriate performance indicators for travel at work (e.g., between sites) and travel for work (business travel).

Key Implementation Mechanisms

- Review of the Travel Plan in 2021 with the revised Travel Plan covering travel to work, travel at work and travel for work.
- The delivery of sustainable travel incentives and projects to encourage walking, cycling, use of public transport and car sharing. This includes measures relating to a contracted bus service, public transport ticket subsidies, car sharing, car clubs, cycle schemes, cycle parking, electric charging points and personalised travel planning.
- Installation of improved video-conferencing facilities and the provision of support on how to use them.
- Travel Expenses Policy which enables employees to choose a more expensive form of transport where the chosen method of transport is less harmful to the environment. Typically, this will involve an election to travel by train in preference to car or short haul flight.

Partnership and Engagement

Overarching Aims

To facilitate opportunities where staff and members can develop and share their knowledge, skills and experience to engage with and contribute effectively to achieving environmental sustainability aspirations.

Key Performance Indicators

- Number of employees / members participating in Green Impact.
- Number of employees / members of the Environment and Energy Coordinator Network.

Key Implementation Mechanisms

- Green Impact, Scale Spaces environmental engagement and accreditation scheme. It supports and encourages members and colleges across Scale Space in reducing their environmental impacts.
- Facilitate active networks of staff and members such as the Environment and Energy Coordinator Network.
- Provide improved information at business level to support staff and members in understanding the environmental performance of their own businesses, and to help inform appropriate actions at employee level.

- Provide appropriate training, both general and role specific, to support staff and members to effectively contribute to achieving environmental sustainability aspirations.
- Deliver regular engagement events, for example Switch Off Week.
- Regular communication with the community via formal and informal channels to facilitate action at individual and institutional level.
- Actively consult with staff, members and other relevant stakeholders on the development and implementation of operational policies, plans and practices.
- Actively seek formal and informal partnerships and opportunities for collaboration with regional, national, and international stakeholders.

Arrangements for governance and management

- The Head of Facilities Management has responsibility for environmental sustainability and carbon emissions.
- Implementation of this policy is coordinated and undertaken by the entire team.

Monitoring and review

- Bi-annual reports on key performance indicators will be presented to the board.
- An Annual Report will be submitted to the board.
- An annual Environmental Sustainability Report will be published online providing transparency about our approach and progress.
- Our performance will be benchmarked annually against peer institutions.
- The Environmental Sustainability Policy and Strategy will be reviewed regularly taking into account our developing understanding of the scale of challenges, our own performance, and emerging opportunities. A full review of the Environmental Sustainability