



# TAKING IT PERSONALLY

OUR CLIMATE ACTION PLAN  
2023-2026





# INTRODUCTION

**BETWEEN APRIL 2020 AND MARCH 2023, WE SET OUT TO DELIVER OUR CLIMATE POSITIVE PLAN.**

With an ambition to go beyond our direct emissions and influence change across our whole value chain, we took difficult steps, learnt masses, adapted, adjusted and – in some areas – succeeded.

We reduced our greenhouse gas emissions (GHGs) per person by 26%. Alongside a headcount increase of 46%, increased turnover of 99% and the new reality of hybrid working, we still managed to reduce our overall absolute tonnes of GHGs per year by 5%.

100% of our suppliers were publicly committed to cutting their GHG emissions by March 2022, and in March 2023, 82% of our clients had emission reduction targets in place.

## **THERE IS MUCH TO CELEBRATE – BUT NO TIME TO REST.**

The climate emergency continues to accelerate, and we need to step up to the next, bigger challenge of the just transition.

Taking it Personally, our new climate action plan, runs from 2023 to 2026.

As before, we have pushed ourselves to go beyond our comfort zone and are starting with both excitement about the potential and nerves about the decisions we will need to make.

We can only achieve this with the involvement of everyone in our team, and as part of an active and generous community. We will publish our journey and progress, and look forward to continuing to learn from you all.

# NEXT THREE YEAR PLAN

CLIMATE ACTION IS BEING PRIORITISED BY MANY BUT OTHERS ARE PITTING IT AS AGAINST THE INTERESTS AND CONCERNS OF PEOPLE. IT ISN'T EITHER/OR.

Done well, climate action will reap huge benefits for people as well as planet – in everything from improved public health to better living conditions to increased prosperity. To deliver that positive impact, climate action needs to be done with communities not to them.

**We believe that people need to be at the heart of change.**

The transition to a decarbonised economy must address existing socio-economic disparities and avoid creating new ones.

At the same time, we collectively and urgently need to do more to address the nature crisis running parallel with climate change. Human action is having a devastating impact on our flora and fauna, with so many species already lost or on the brink of extinction; nature is core to achieving a healthy and sustainable world for all.

Our new three year plan builds on our strengths as a progressive business and as professional communicators to inspire climate action and put people and nature at the heart of planetary protection and regeneration.

**BY MARCH 2026, WE WILL USE SCIENCE AND CREDIBLE STANDARDS WITH THE AMBITION OF DELIVERING A NET GAIN ACROSS THREE CORE AREAS:**

## CLIMATE

Reducing our emissions and those across our value chain.

## NATURE

Replenishing nature beyond the damage we cause and amplifying its benefits to those most impacted by the climate crisis.

## PEOPLE

Increasing fair pay for all within and beyond our supply chain, in recognition of the need to build an economy that benefits everyone.

We will act as a business, with our team, our clients, our suppliers and by supporting our local community.

**We choose to be a company focused on the positive impact we can make.**

Over the next three years, we will track our progress by creating an **integrated profit and loss account** that makes the value and impact we make on people, planet and nature the fundamental driver for how we run the business.



# WHY AN INTEGRATED PROFIT AND LOSS (IPL) ACCOUNT?

AS A B CORP OUR COMPANY ARTICLES OF ASSOCIATION STATE THAT WE WILL MAKE A POSITIVE RETURN NOT JUST FOR SHAREHOLDERS BUT ALSO FOR SOCIETY AND THE ENVIRONMENT.

To date we have judged this by producing financial accounts and an impact report each year, enabling us to track progress using a range of metrics including financial profit, GHG tonnes emitted, waste and recycling tonnes produced, and team performance indicators such as team productivity, sick days and training hours.

**We have gone beyond expectations for a small business – yet it is still difficult to understand the total impact we make.**

## WHAT IS AN IPL ACCOUNT?

An Integrated Profit and Loss (IPL) account will focus on the value we create for stakeholders by quantifying and putting a monetary value on impacts across every aspect of our business. It will show the increase and decrease in impact created across six areas that are known as ‘capitals’:

- **Financial** (eg taxes, profits, wages)
- **Manufactured** (eg produced products, fixed assets)
- **Intellectual** (eg intellectual property, technological development)
- **Social** (eg social cohesion, contribution to human rights, child labour, underpayment)
- **Human** (eg wellbeing of employees and clients, safety of employees and clients)
- **Natural** (eg contribution to climate change, biodiversity, soil, water and air pollution)

Totaled together, the IPL will place a financial figure on the value created – or removed – for all stakeholders, be they shareholders, employees, suppliers, customers or broader society.

While the IPL framework is not new, its application by business is rare. We will work with experts and more experienced practitioners, and look forward to sharing our progress.

# OUR GOALS

ACTION AREA		CLIMATE	NATURE	PEOPLE
OURSELVES	Our business operations	Create an integrated profit and loss account that connects the value of our business to the value we make – or take – across society and the world around us		
		Set science-based net zero targets for our total emissions, validated through SBTi	Develop approved targets to protect and support nature by April 2024, and create a tangible positive impact by March 2026	Continue to be active members of the Living Wage Campaign Support our local economy and businesses run by people from minoritised backgrounds through our purchasing wherever possible
	Our team	Support and enable our team so that our carbon emissions as a business are reduced by 10% per person per year	Mitigate impacts of international travel required by the team for client service by directly supporting a nature-based community project	
	Our suppliers	100% of our suppliers have verified 1.5C aligned science-based targets by March 2025	50% of our suppliers have public commitments to protect nature by March 2026	70% of our suppliers have public commitments to fair pay to their employees and across their supply chain by March 2026
OUR CLIENTS	Businesses, membership organisations, foundations and civil society	Our business clients have verified 1.5C aligned science-based targets by December 2024 100% of our clients are publicly committed to decarbonisation by April 2025 100% of our clients have emission reduction targets in place by March 2026	100% of our business clients have credible targets to protect nature by March 2026	100% of our clients have public commitments to fair pay to their employees and across their supply chain by March 2026
OUR COMMUNITY	Our partners	Champion, share and encourage best practice in relation to climate action, restoring nature and supporting people with all partners, clients, suppliers and wider network, tracking our interventions each year		
	People impacted by climate change	Provide support – either directly, in partnership with our clients or through experienced intermediaries – to reduce the impact of climate change on vulnerable communities by March 2026		

# OUR OUTLINE APPROACH

ACTION AREA		2023-24	2024-25	2025-26
OURSELVES	<b>Our business operations</b>	<p>Review opportunities to further reduce our emissions either directly or through supplier selection</p> <p>Understand our impact on nature and how we can reduce it, and develop nature-based targets</p> <p>Set up a new system to significantly reduce kg of waste in the office</p>	<p>Launch our nature-based targets with an action plan to reduce our impact</p> <p>Find and implement a mechanism to replace traditional carbon offsetting with nature restoration to mitigate our emissions</p> <p>Understand how we are supporting our local economy and identify ways in which we can enhance this</p>	<p>Track and report how we are making a positive impact on nature</p> <p>Implement ideas for increasing support of our local economy</p>
	<b>Our team</b>	<p>Extend our measurement of carbon emissions from working at home and transport to the office, to include packaging and waste in the office</p> <p>Develop a mechanism for minimising and mitigating the impact of international travel required by clients</p>	<p>Introduce mechanism for minimising and mitigating the impact of international travel required by clients and support a nature-based community project</p> <p>Support team-led initiatives to reduce impact in the office or when working from home with a ring-fenced budget</p>	<p>Continue to support a nature-based community project, mitigating the impact of international travel required by clients</p> <p>Continue to support team-led initiatives with a ring-fence budget</p>
	<b>Our suppliers</b>	<p>Update our supplier tracker to include commitments to science-based targets, nature protection commitments and membership of the Living Wage Campaign or international equivalent</p>	<p>Maintain supplier tracker</p> <p>Update supplier tracker to reflect our desire to be climate, nature and people positive</p> <p>Ensure 100% of our suppliers have verified 1.5C science-based targets by March 2025</p>	<p>Ensure 50% of our suppliers have public commitments to protect nature by March 2026</p> <p>Ensure &gt;70% of our suppliers have public commitments to fair pay to their employees and across their supply chain by March 2026</p>

# OUR OUTLINE APPROACH

ACTION AREA		2023-24	2024-25	2025-26
OUR CLIENTS	<b>Businesses, membership organisations, foundations and civil society</b>	<p>Establish client tracker to understand commitments to decarbonisation, science-based, targets, nature commitments and fair pay commitments</p> <p>Select business clients on their ambition for science-based targets</p> <p>Provide practical support to help build resources that enable the civil society sector to reduce their carbon emissions</p>	<p>Maintain client tracker and provide support in areas where progress is stalling</p> <p>Update client contract to reflect our desire to be climate, nature and people positive</p> <p>Achieve client participation in agreed process to mitigate the impacts of international travel required to meet their service needs</p> <p>Select business clients on their ambition for science-based targets, with 100% achievement by December</p>	<p>Maintain client tracker and provide support in areas where progress is stalling</p> <p>Ensure all clients are publicly committed to decarbonisation from April 2025</p> <p>Ensure 100% of our clients have GHG emission reduction targets and public commitments to fair pay to their employees and across their supply chain in place by March 2026</p> <p>Ensure 100% of our business sector clients have verified targets to protect nature by March 2026</p>
	<b>Our partners</b>	At least 12 direct interventions with others to champion / share / encourage action	Achieve 12 direct interventions with others to champion / share / encourage action	12 direct interventions with others to champion / share / encourage action
OUR COMMUNITY	<b>People impacted by climate change</b>	Identify and initiate project / partner where we are able to make a meaningful difference	Review impact of live project at end of first year	Review impact of live project at end of second year
	<b>Measurement</b>	ISO14001 audit B Corp recertification	ISO14001 audit Review creation of an integrated profit and loss account that connects the value of our business to value we make (or take) from society and the world around us	ISO14001 audit Create an integrated profit and loss account
GOVERNANCE	<b>Reporting</b>	Publish 2022-23 Impact report , including client disclosure report and UNGC report	2023-24 Impact report published, including client disclosure report and UNGC report	Publish 2024-25 Impact report, including client disclosure report and UNGC report

# ACTING TOGETHER

For further information about our climate action plans or working with Forster, please contact us at

[info@forster.co.uk](mailto:info@forster.co.uk)

+44 (0)20 7403 2230

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