

REDACTIVE'S JOURNEY TOWARDS NET ZERO CARBON

March 2022

In a world facing climate crisis, Redactive believes that every individual and every organisation must play their part in reducing carbon emissions to net zero.

Redactive has committed to reaching net zero long before the Paris Agreement's 2050 goal and in fact our journey to net zero began many years ago.

Our environmental commitment has and continues to focus on reducing energy usage, transportation, waste and ensuring that our work enhances forestation rather than hastening deforestation (as the UK's leading publisher of membership magazines).



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THE ACTIONS WE HAVE ALREADY TAKEN IN THE PAST DECADE INCLUDE:

TACKLING WASTE - PACKAGING AND RECYCLING

- Pioneering and advocating **'naked' mailing**. Distributing our clients' publications without any wrapping. For clients that require packaging, we have introduced compostable and sustainable paper wraps to avoid the use of polywraps wherever possible.
- Encouraging the **recycling or composting of packaging** by including prominent messaging on packaging.
- **Reducing frequencies of print magazines**, offering members an opt-out of receiving print publications in favour of digital copies and offering an ever-more creative and effective suite of digital content options.
- **Recycling everything in our business operations** from paper to food to batteries.

ENHANCING FORESTATION - PAPER AND RECYCLING

- **Sourcing paper from Programme for the Endorsement of Forest Certification (PEFC) or Forest Stewardship Council (FSC)** accredited sources.
- **Encouraging the recycling of magazines and journals** by including prominent messaging in publications.



AND TODAY, WE ARE TAKING THE FOLLOWING ACTIONS:

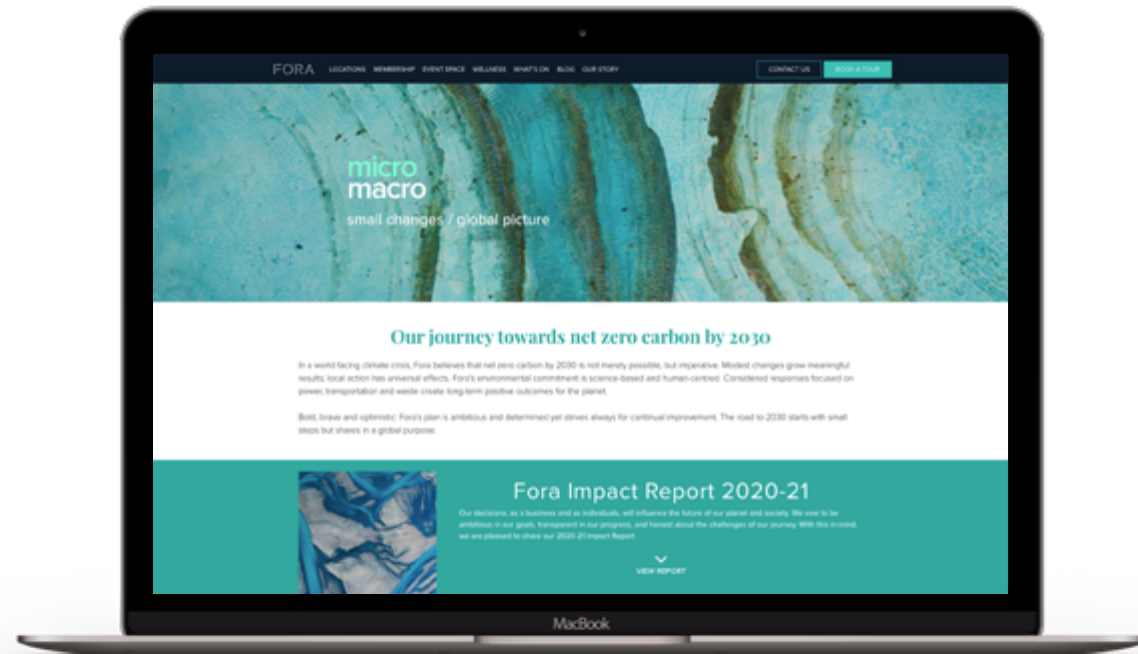


ESTATES PLANNING AND MANAGEMENT - ENERGY USAGE

- In April 2022 Redactive will move into new premises. Our new office at the Fora Building, 9 Dallington Street, London EC1V 0LN, will see our **office footprint and energy usage reduce by 75%**.
- Fora, the provider of our new workspace, has made a commitment for **all premises to be net zero by 2030** and **our new building will run on 100% renewable energy**.

MIX OF HOME AND OFFICE WORKING - TRANSPORTATION AND ENERGY USAGE

- As a result of the success of home working during the pandemic coupled with Redactive's ambition to reduce carbon emissions, we have adopted a **new policy of mixing home and office working**. Employees have the option to work in our new office on zero, one or two days per week, dramatically reducing transportation requirements and energy usage whilst maintaining productivity and employee wellbeing.
- Our office offers **bicycle parking** as we encourage our people to make their journey to our office under their own steam.
- With the wellbeing of our environment and our people being co-dependent, we take a holistic approach to the wellbeing of our people. The ability to work from home as often as employees wish is important but so is human interaction. We encourage colleagues to also work from the office (in an environment with excellent air quality, access to nature and healthy local food) and also organise regular all colleagues gatherings where business ideas can be shared and social interaction can be enjoyed.



net zero

Our previously stated measures with regard to tackling waste and enhancing forestation will continue indefinitely.

In Redactive's position as the leading provider of content and publishing services to membership organisations, we are also in a position to make a positive impact even more widely, by actively producing content that informs and inspires other individuals and businesses to act.

Our publications and digital content reach around a quarter of the UK's adult population (14 million people) as well as thousands of businesses and individuals overseas.

So not only are we making a difference in our own race to net zero but we are inspiring members of many of the world's most authoritative membership organisations to do so as well through our **articles, videos, webinars** and **entire publications** that provide, advice, guidance and inspiration in operating more sustainably. Our content is reaching the audiences of the likes of the National Trust, the Institute of Environmental Management and Assessment (IEMA) and Federation of Small Businesses (FSB) among over 40 others.

THROUGH OUR OWN ACTIONS AND BY INSPIRING OTHERS, WE PLEDGE TO ACHIEVE NET ZERO STATUS.

