

sustainability
down to a
fine art.

fst The Group sustainability report
March 2007 – February 2008

Define sustainability?

In 1987 the Brundtland Report, also known as Our Common Future, alerted the world to the urgency of making progress towards economic development that could be sustained without depleting natural resources or harming the environment.

Published by an international group of politicians, civil servants and experts on the environment and development, the report provided a key statement on sustainable development, defining it as:

“Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.”

The Brundtland Report led to the UN Conference on Environment and Development in Rio de Janeiro in 1992, also known as the Earth Summit. The resultant Agenda 21 was a blueprint of Sustainable Development into the 21st century – a range of decisions and policies that continued to improve people’s life on earth.

1997 saw the drawing up of the Kyoto agreement: a commitment from industrialised nations (who were responsible for at least 55% of the world’s carbon emissions in 1990) to reduce emissions of greenhouse gases, principally carbon dioxide, by around 5.2% below their 1990 levels, over the next decade.

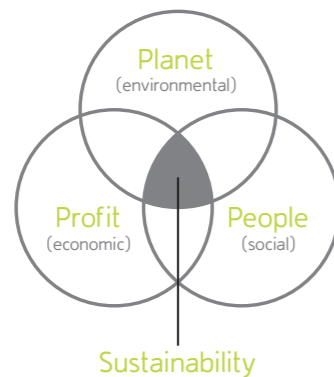
Fast-forward 10 years to December 2007, Bali. The United National Climate Change Conference drew over 10,800 participants to question, amongst other issues, what framework could be set up to address climate change when the Kyoto Agreement expires in 2012.

Although no set targets were agreed upon, one positive outcome included the commitment of the USA. One of the world’s largest polluters, they declined to sign up to the Kyoto agreement, but conceded to playing a role in the development of the post-Kyoto regime.

the vision Defining

This is all very interesting we're sure you'll agree... but what does this really mean to **fst** The Group?

Well, as a business, sustainability is about considering environmental and social needs alongside economic demands when making decisions. These are more commonly referred to as the three Ps:



As a first step, we need to understand what our needs are at present.

All of us, individuals and businesses, have an impact on the environment. This impact is more commonly referred to as our 'carbon footprint'. The carbon footprint for a business such as **fst** The Group, is a measurement of the amount of carbon dioxide (CO₂) emitted over a year from activities such as heating, lighting, business travel and waste disposal.

Carbon dioxide is the main greenhouse gas (GHG) and strong scientific evidence has shown that human emissions of GHGs are changing the world's climate, a problem that affects us all. By measuring the carbon footprint of **fst** The Group, we are able to understand the negative impact that our activities at present are having on the planet.

We must then assess our needs and create solutions so we are able reduce our negative impact and make progress towards a positive one.

“fst The Group is committed to acting responsibly in all of its operations. At the heart of our business, we encourage the values of trust, transparency and creativity through the service we provide to our clients. Inspiring by example, we strive to grow our clients’ business through the respect of their needs, those of the environment and those of our employees.”

Defining Our vision

We invite you to be a part of it...

Our vision is to create a business whose goal is to leave behind a positive future for generations to come. To do this, we need to ensure that we only use what we realistically require, reduce areas of over-consumption and put more back into the planet than we take out. We have therefore adopted the Planet Positive™ certification.

Our aim is to reduce as much of our emissions as we possibly can and, where we are unable to reduce to zero, offset this by investing into carbon reduction projects around the world.

In order for us to achieve this, whilst both improving the community within which we work and creating an environment that is harmonious and inspiring, we need your co-operation.

Read on to find more about our carbon footprint, the targets we have set over the coming year and how, with your help, we can achieve these targets.

“A product, person or business is Planet Positive if it has measured and verified a net positive impact on the planet, its eco-systems and the communities they work within.”

Our carbon footprint

Defined

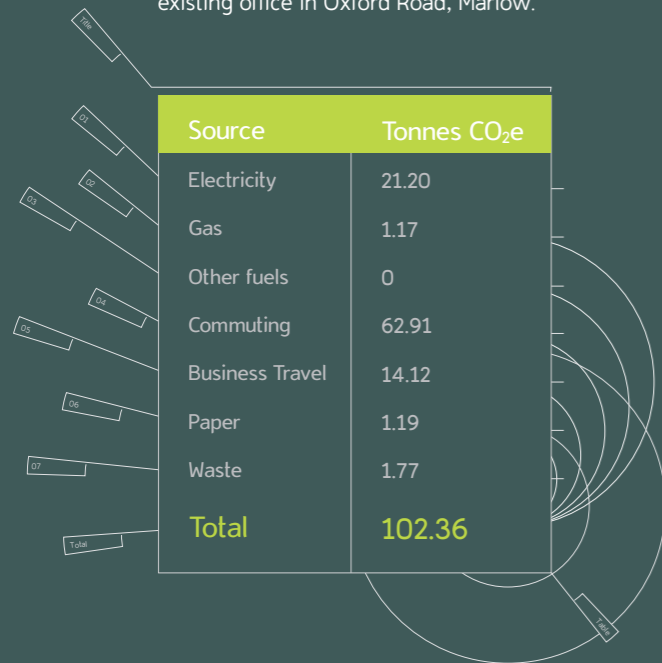
Sustainability and carbon management consultants, dcarbon8, have calculated the business carbon footprint of **fst** The Group, in tonnes of carbon dioxide equivalent (CO₂e) emissions, for the year from March 2007 to February 2008.

Areas covered include heat generation, electricity use, business travel, office paper purchased, office waste and employee commuting. This was calculated for both our previous office in Chapel Street, Marlow, and our existing office in Oxford Road, Marlow.

- Footprint per employee:** 3.7 tonnes CO₂ (based on average of 27 throughout measured year)
- Office energy (electricity and gas) footprint (297m²):** 0.08 tonnes CO₂ per m²
- CO₂ per mile travelled:** 0.27kg CO₂
- Paper per employee:** 0.04 tonnes CO₂ per employee
- Waste per employee:** 0.07 tonnes CO₂ per employee

To become Planet Positive™ we need to offset our total impact + 10%. We have, therefore, bought credits to the value of £894 that have been invested in the following blend of carbon exchange projects:

- Shanghai Wind Farm, China
- Hydroelectric Dam, Guatemala



Breakdown of our carbon footprint

The following highlights the breakdown of our carbon footprint for this year. It is obvious that our main contribution to global warming emissions comes from our commuting and business travel.

Reductions on our overall impact can be made throughout the business and as such we have developed eight key objectives and associated targets that we aim to achieve over the next 12 months. These can be found overleaf.

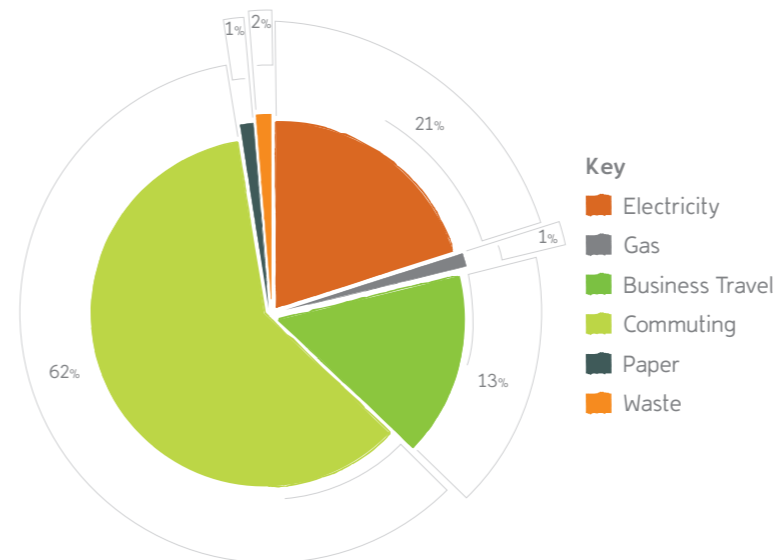


Figure 1: Total Carbon Footprint

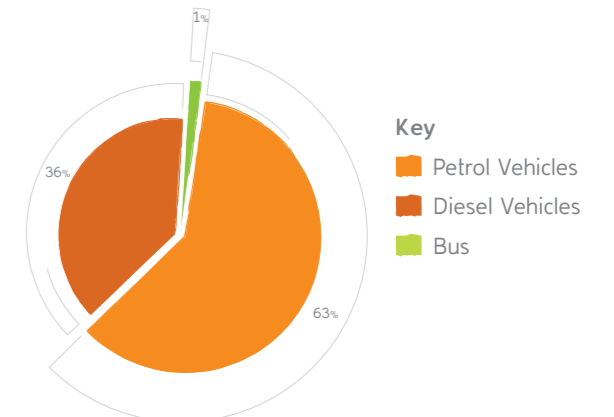


Figure 2: Commuting

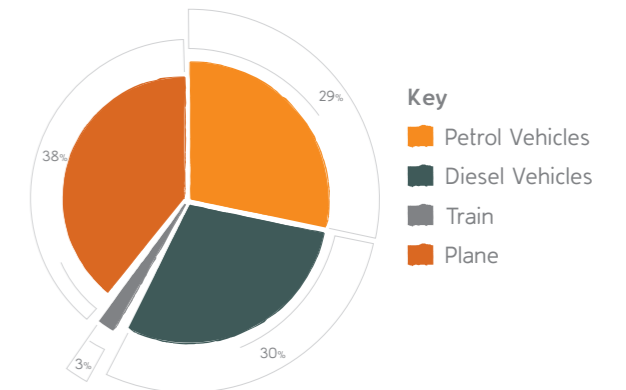


Figure 3: Business Travel

Refined objectives & targets

01 Green Office Environment

To ensure that **fst** The Group operates a responsible office environment.

Targets for 2008/09

Conduct an Office Environmental Audit to assess:

- Equipment – are printers, lights and the Server being left on unnecessarily? Are computers being left switched on when not in use?
- Recycling – is paper, print cartridges, plastic bottles, glass bottles and tins / cans being recycled in the correct bins provided?
- Purchasing policies – are we purchasing office supplies from companies who have set ethical or environmental policies?

Achievement date: 1st August 2008

- Develop a Sustainability Action Group to include one representative from The Group along with a further one from each of the businesses (design, digital, branding, marketing, and sustainability) who meet every three months to discuss key sustainability risks and opportunities and to act as a central point for information related to sustainability.

Achievement date: 1st August 2008

- Develop an Environmental Action Plan with the assistance of the Sustainability Action Group – using the results of the Environmental Audit. This Action Plan should focus on the key environmental issues for **fst** The Group and should ensure key targets are met.

Achievement date: 1st October 2008

02 Carbon Management

To increase energy efficiency in our business operations with the aim of continued Planet Positive™ certification.

Targets for 2008/09

- Reduce our overall carbon footprint by 5% relative to 2007/08 levels.

Achievement date: 1st March 2009

- Investigate further into offering Planet Positive™ services to specific clients and projects.

Achievement date: Ongoing

03 Waste and Water Minimalisation

To minimise waste and water usage associated with our business operations and provision of our services.

Targets for 2008/09

- Reduce total waste by 5% relative to 2007/08 levels.

Achievement date: 1st March 2009

- Reduce the amount of paper, printer cartridges, toner cartridges, plastics and mounting board by 5% and encourage re-use or recycling where possible.

Achievement date: 1st March 2009

- Implement an office recycling scheme to cover paper, printer cartridges, toner cartridges, glass and plastics and monitor the success of the recycling scheme on a monthly basis.

- Measure water consumption in the office environment and reduce water wastage where possible.

Achievement date: 1st October 2008

04 Green Transportation

To minimise Greenhouse Gas (GHG) emissions associated with the operation of **fst** The Group employees and our supply chain.

Targets for 2008/09

- Identify how **fst** The Group employees travel to and from work with the aim of reducing GHG emissions through initiatives such as car sharing and pick-up points.

Achievement date: 1st August 2008

- Develop and implement an **fst** The Group Transport Plan to ensure that sustainability issues are strongly considered when purchasing or leasing a new company vehicle or travelling to and from meetings.

Achievement date: 1st October 2008

05 Social Responsibility

To engage all employees in our social responsibility through the provision of support and employee volunteering to local schools and communities.

Targets for 2008/09

- Establish an Employee Volunteering Programme that offers all employees half a day paid volunteering time per annum.

Achievement date: 1st October 2008

- To investigate opportunities of holding design workshops for young people with sustainability as a theme and what it means to them.

Achievement date: 1st October 2008

06 Training & Education

To communicate and actively promote awareness and acceptance of **fst** The Group Sustainability Strategy amongst our employees.

Targets for 2008/09

- Provide specific training and forums each quarter in order to share best practice related to sustainability issues with our employees through Group Account Heads.

Achievement date: On-going

- Issue quarterly Sustainability Bulletin emails to all **fst** The Group employees to raise awareness of sustainable practices at work and at home.

Achievement date: On-going

- Develop a sustainability web portal on **fst** The Group website to externally communicate the Sustainability Strategy and Office Policy.

Achievement date: 1st September 2008

07 Health & Well-being

To ensure the health and well-being of employees is considered at all times.

Targets for 2008/09

- Promote the **fst** The Group Leisure Club and continue to encourage employees to take advantage of organised events and sporting activities.

- To encourage employees to take advantage of company benefits such as reduced gym membership and our cycle scheme.

- Through the Sustainability Action Group hold regular meetings to discuss employee ideas as to how the working environment at **fst** The Group can be enhanced further.

Achievement date: On-going

08 Supply Chain Management

To work with **fst** The Group supply chain and create sustainable solutions for our clients.

Targets for 2008/09

- Integrate sustainability criteria into our procurement process relating to key suppliers and contractors. To include items such as printing, paper procurement and office consumables (including stationery).
- Purchase paper with the following credentials where possible: Minimum 75% recycled content and 100% Forestry Stewardship Council (FSC) certified
- Purchase ethical and fair trade kitchen supplies, along with eco-friendly cleaning products.

Achievement date: On-going

We will be monitoring our impact throughout the year and in March 2009 we will measure our footprint again. With your help we hope to achieve the targets set out in this document.

If you have any questions, suggestions or ideas as to how we can further improve our working environment and lessen our impact as a business, please contact:

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fin

fin (n) The foremost use of **fin** is a stabilising or steering projection. In this case stabilising the balance of Planet, People and Profit and the projection behind the strategy of our sustainable future.

fst THE GROUP

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