

ramarketing



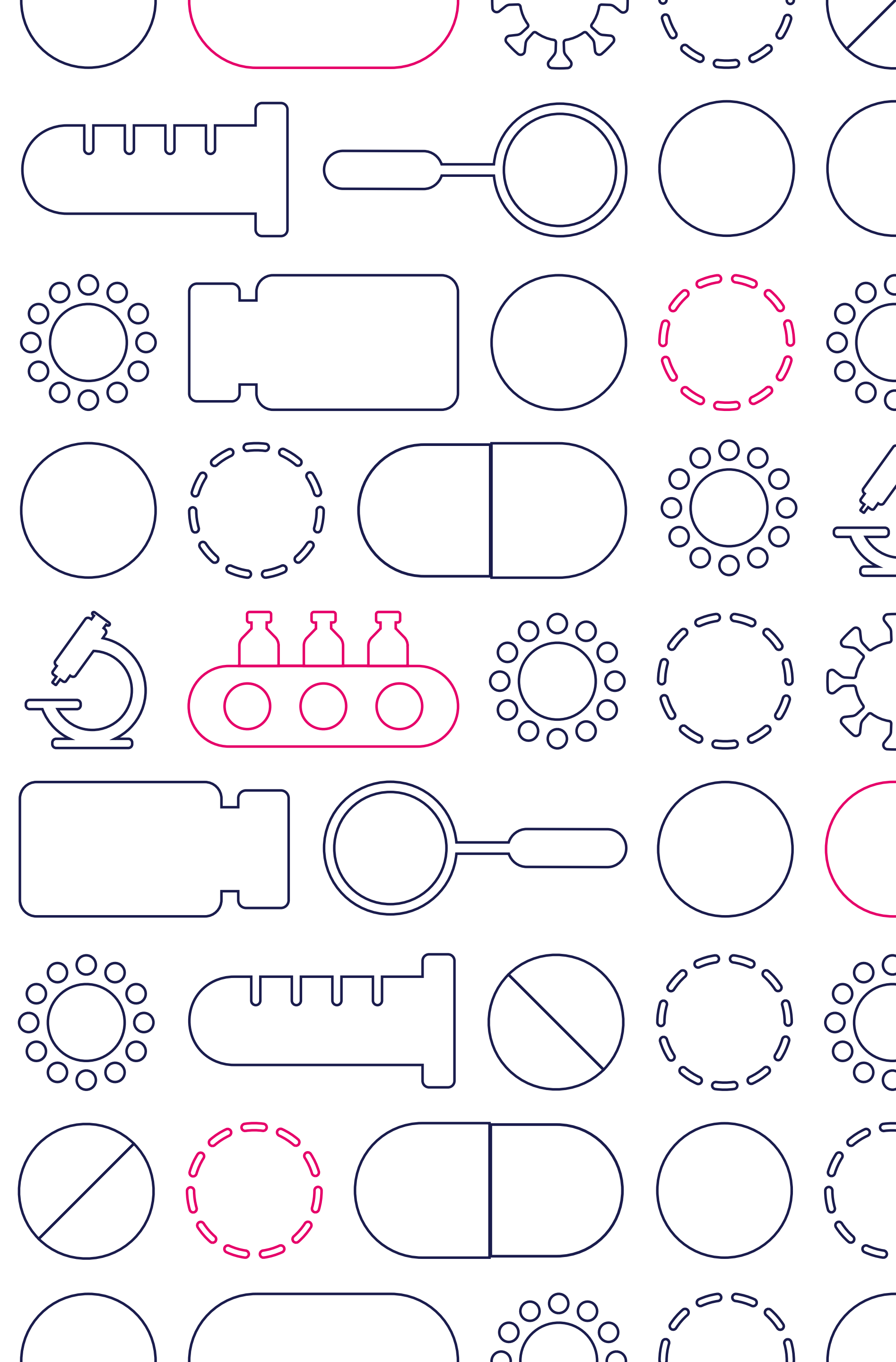
2023 net zero strategy

May 2023



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A note from our CEO

The climate crisis will be one of the defining challenges of our generation. We see and feel that the climate is changing: wildfires, floods and droughts are getting common and the temperature is rising both in the UK and across the globe.

Greenhouse gasses caused by human activity are the main drivers of climate change, therefore we must take action to limit global warming.

In our first net-zero report we outline how we will all play our part in limiting the effects of climate change. This can only be done if all sectors of the global economy transform, and we want to be an organization that lives, breathes and drives this transformation. This is also a key moment as the life sciences industry begins to increase its focus on sustainability - ultimately, our clients' challenges are ours too.

While our footprint is relatively small, we are committed to reducing our emissions in the areas in which we have the greatest impact on the environment: our offices and energy usage and our emissions from commuting and the things we purchase.

If we want to be a leading business in the 21st century, we know that we need to have a sophisticated, well managed and specific ESG strategy.

Our ambition is to inspire our people, partners and clients to contribute to a more sustainable, responsible and inclusive world.

Emma Banks
Chief Executive Officer



Our **ESG** mission

To do the right thing by contributing to a more sustainable, responsible and inclusive world, starting at a grassroots level.

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Sustainability: three pillars



Buy local and sustainable

The emissions relating to the goods and services we purchase at ramarketing represent 52% of our carbon footprint. To help reduce our emissions we are committed to sourcing more of what we buy from local suppliers and buying sustainable products whenever possible.



Managing our waste

While we don't create lots of waste; we do what we can to minimize it and what we can't prevent, we ensure is recycled.



Climate leadership

We're keen to have a positive impact on our environment and play a part to help make the world a better place. One of the most significant things we can do at ramarketing is to influence our colleagues, customers and our sector to take positive steps to do the same.



Our carbon emissions

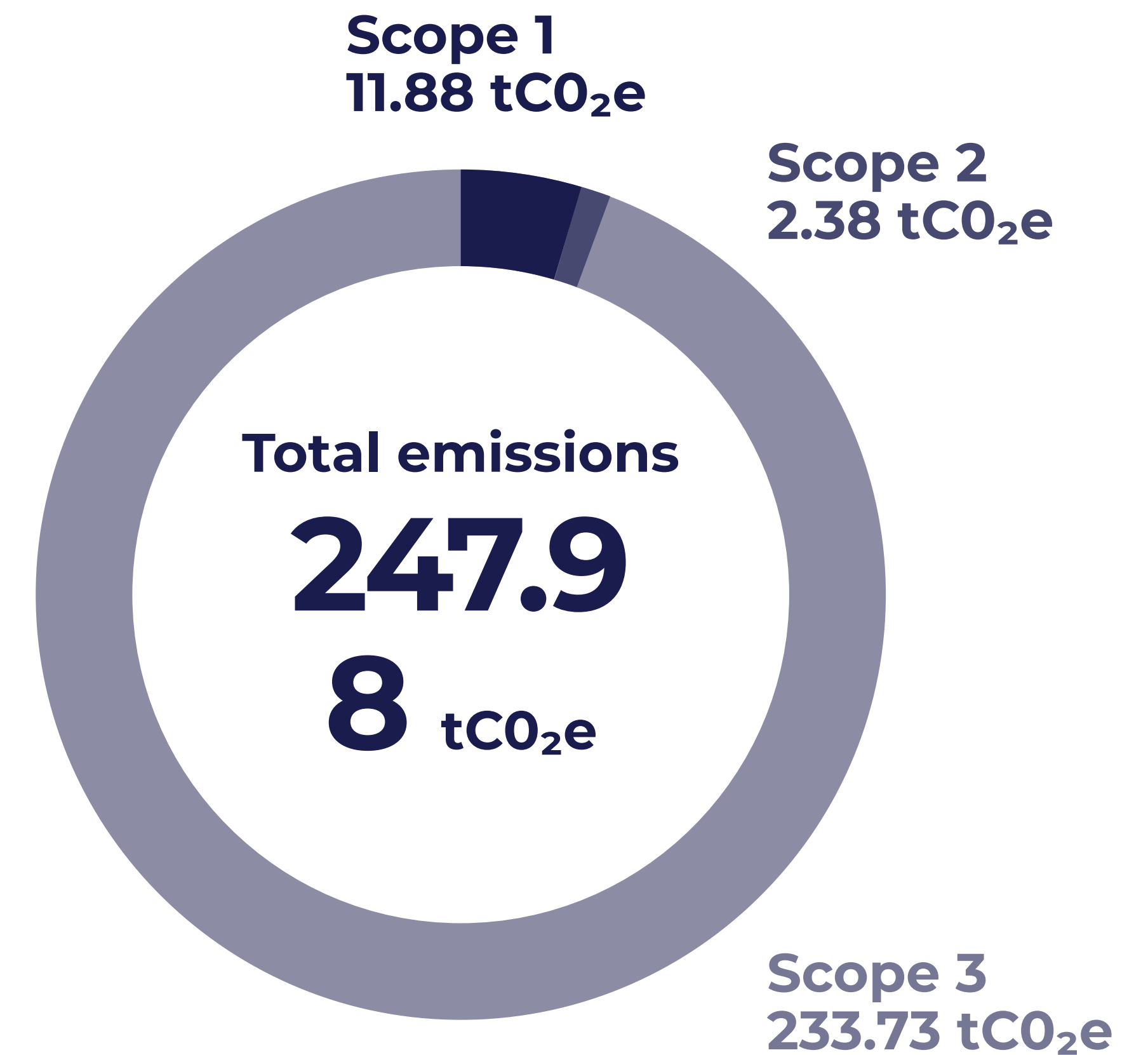
This is what our baseline emission profile looked like for 2021/22:

We have measured the quantity of emissions our business creates. We've done this by following the Greenhouse Gas Protocol, the global framework for measuring emissions and categorizing our emissions into Scope 1, 2, and 3 emissions:

Scope 1: direct emissions. This includes natural gas in our office buildings, air conditioning, and the fuel burned in company-owned vehicles.

Scope 2: indirect energy emissions from electricity in company buildings.

Scope 3: all other indirect emissions resulting from business activities. It's essentially everything else you can possibly think of, big and small. From electrical equipment, to food and drink, to emissions from employees working from home. If we can measure it, then we have!



Emissions

By 2025 we expect to have increased our headcount to approximately 150 people, with offices in the UK and Canada.

We recognize that this growth in our team and geographic reach will generate an increase in emissions so we will take steps to minimize the impact of our growth and focus on reducing emissions per employee.

We use carbon intensity per employee as a means of tracking our progress, to ensure that we continue to reduce our impact, even when our team increases in size. We benchmark and track our carbon intensity against similar organizations to monitor our progress.

2022 emissions per employee



2025 target



Service business average*





Reducing our impact



The primary focus in reducing our impact is taking action on climate change. In 2023 we have committed to aligning our strategy with the Science Based Targets Initiative Net Zero Standard. To deliver on these commitments, we will take action on both reduction and adaptation.

Targets

Measure and reduce our greenhouse gas emissions in line with the Paris Agreement; setting short-term reduction targets and reaching science-based Net-Zero in line with what climate science stipulates is required to keep global temperature rise to 1.5°.

Short-term science-based target:

- Scope 1, 2 and 3 reduction in line with 1.5° by 2030
- 100% renewable energy by 2027
- To have transitioned to 50% sustainable and/or local suppliers by 2028
- Neutralising residual emissions via removals/offsetting
- Encourage our customers to measure their emissions and set Net-Zero targets

Environmental management

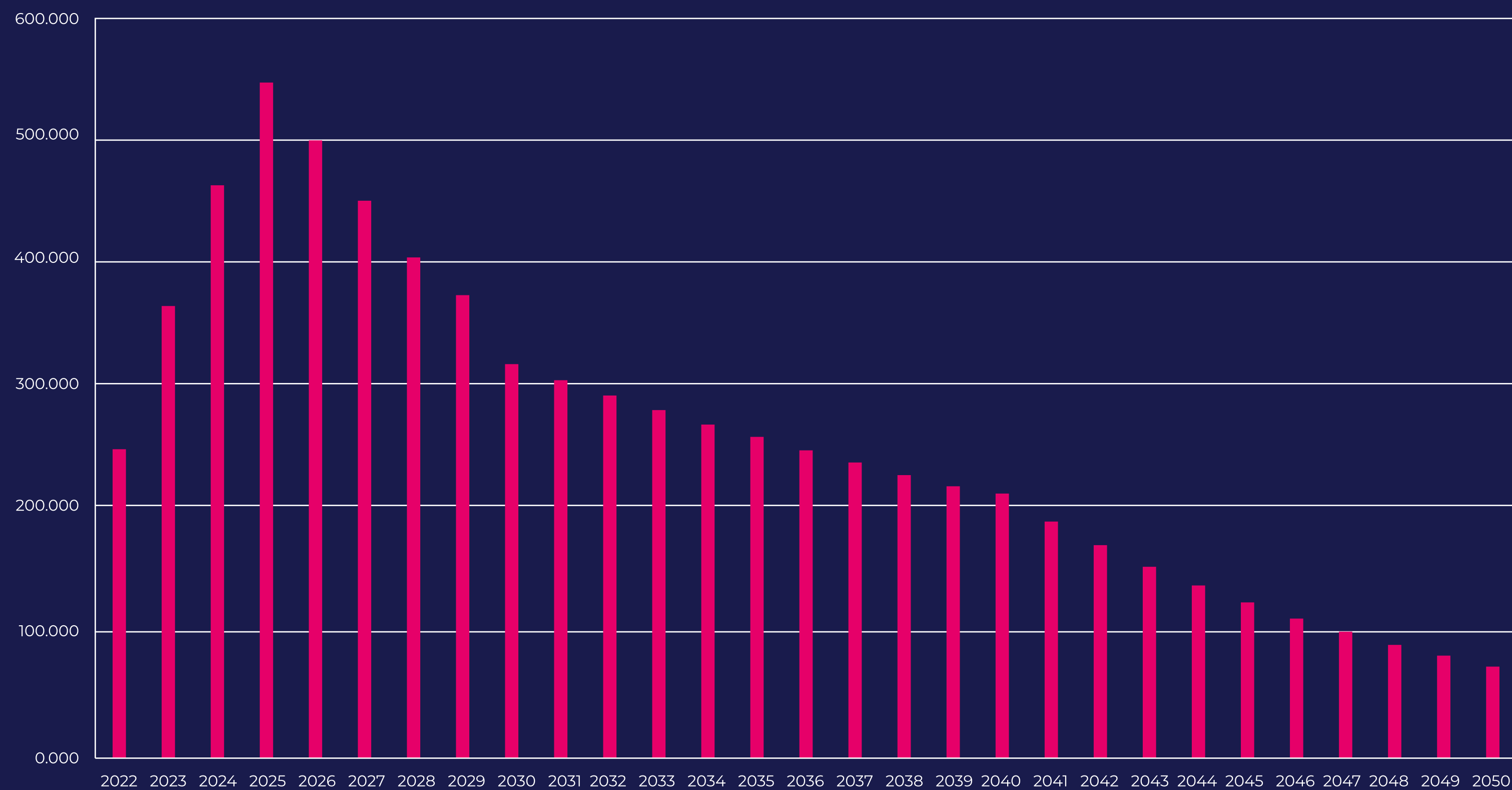
Climate action is directly interlinked with other environmental aspects. We will therefore develop an Environmental Sustainability Policy to ensure we reduce our impact across other areas of environmental impact:

- Waste (aiming for Zero Waste)
- Pollution (including use of single-use plastics)
- Resource efficiency (including water and energy)
- The protection and enhancement of nature and biodiversity
- Ensuring we develop responsible, sustainable supply chains, considering both environmental impact alongside social and governance aspects, including diversity & inclusion, human rights, and labor.



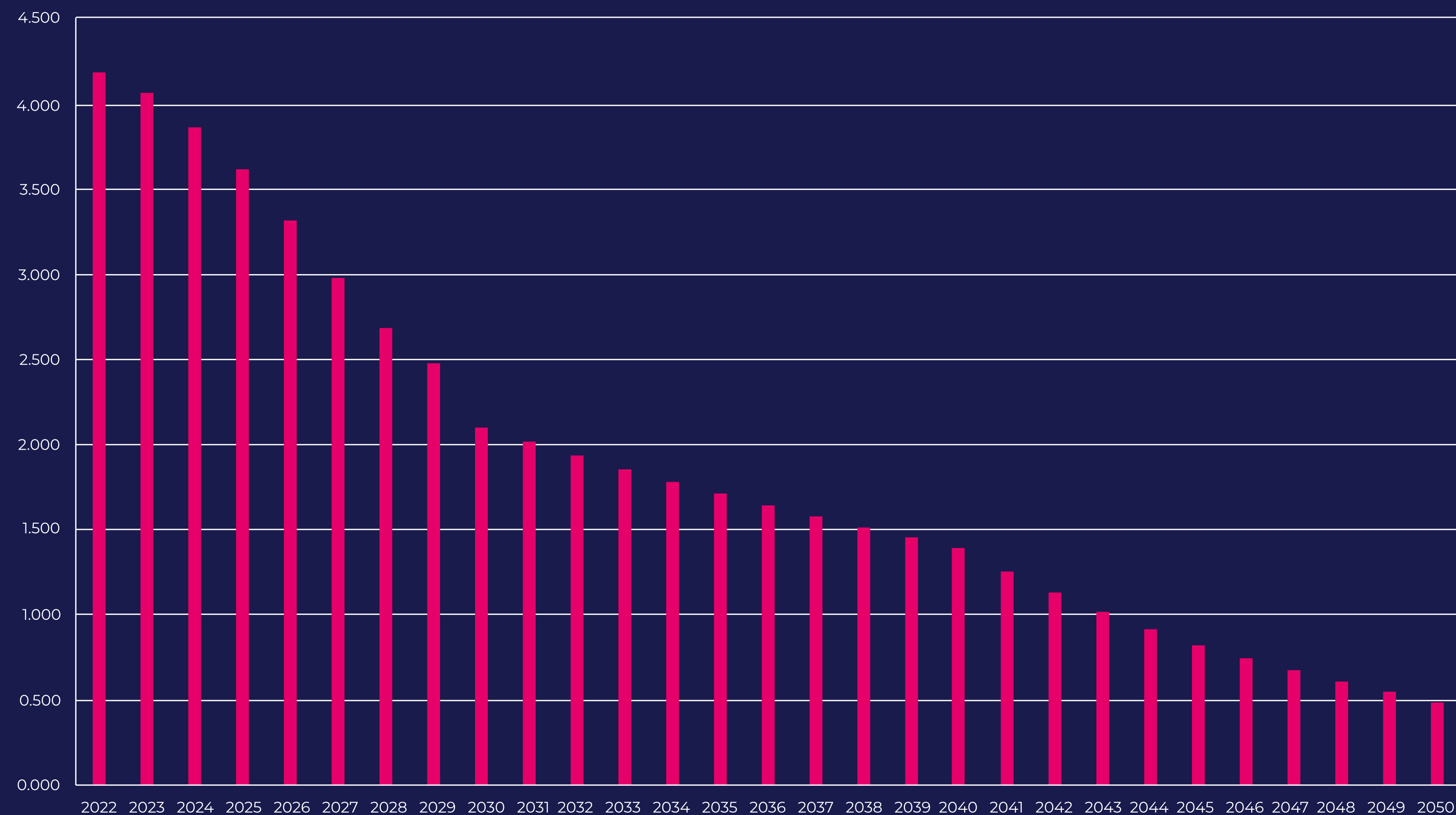
Timeline to **Net Zero** emissions

***based on projected headcount**



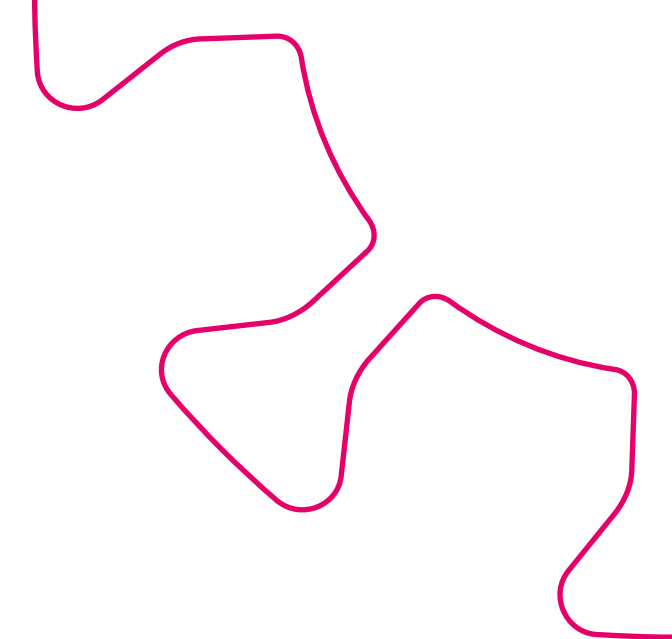


Carbon Intensity Per Employee Forecast





Reducing our scope 3 emissions



Purchased Goods and Services

This is our biggest area of potential impact.

The emissions produced in providing goods and services – from technology services to office supplies – are largely outside our direct control. Collaboration with our suppliers here is essential.

So, how will we work with our suppliers to reduce these emissions?

Establish a Sustainable Procurement Policy:

- Ensuring future suppliers are aligned with our sustainable procurement policy.
- Implement a process to evaluate the sustainability of high value or high emission purchases.
- Purchase recycled or refurbished items whenever possible.

Commuting

The move to homeworking has seen a reduction in commuting, yet this still has some impact. To reduce these emissions we will:

- Conduct a 2023 commuting and home working survey.
- Promote active travel such as cycle to work scheme and assess future EV salary sacrifice schemes.
- Consider commuting distance and routes for any future new offices.

Homeworking

The shift to homeworking has seen an increase in related home-working emissions, with many homes – especially in the UK – using gas heating. This is a difficult area for us to reduce our emissions, but through improved awareness we can also help our employees become more sustainable and resilient.

- Our 2023 commuting and home working survey will include details on home heating and energy usage.

Other initiatives

To support our progress, we will also undertake Carbon Literacy Training with the aim of all the ramarketing team being carbon literate by 2025 and becoming a Gold level Carbon Literate Organization.

This will also be integral to ensuring we can adequately support and inspire our clients in their own ESG efforts - talking the talk for once is essential!

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Ensuring progress

To ensure continual improvement, we will review the effectiveness of this action plan in Q3 2023, updating and improving where needed. In Q1 2024 we will carry out this process again, alongside the measurement of our 2023 GHG emissions.

We have established an ESG committee who have responsibility for delivery of the actions within the plan and identifying future opportunities



Contact us

You can find out more about our ESG programme by visiting:

www.ramarketingpr.com/about/environmental-social-governance

Or drop us an email at:

lara.langdon@ramarketingpr.com

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