



**Environmental
Impact Report
2023**



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WE
CREATE
«**BIG**»
POSITIVE
IMPACTS

that move people to think, feel and act differently



MAKING A BIG POSITIVE IMPACT



June 5th 2023, was the 50th world environment day. The global theme this year was #beatplastic pollution with a focus on the problems caused by producing over 400 million tonnes of plastic a year but also the progress being made with science and solutions to tackle some of the problems.

It's a good time to reflect on what we can all do, as individuals and businesses to make a big positive impact on the world's challenge to limit the global temperature rise to the 1.5°C needed by 2050. Frankly, it is going to require a monumental effort from all of us.

At krow, we have been, and continue to be, committed to minimising the negative impact of the way we work and the work we do on the environment. Actively managing our emissions is not a project for us, it is a way of working that is embedded in our culture.

Our recently launched environmental management system has been ISO14001 accredited in recognition of our ambitious goals to improve our monitoring of the emissions we are responsible for and the controls we have put in place to reduce them. Until we are able to operate at zero emissions, we have committed to being carbon neutral by offsetting our emissions with investments in sustainable projects around the world.

We're grateful to the passionate team within our agency who contribute every day to these goals, to our wonderful clients who let us implement our controls so effectively on their work and to our supplier partners who are excited to be on this journey with us.

We have made huge progress but there is more work to be done. In this report, you will find our 2019-2022 emissions along with the work we are doing to reduce them in the future.

How is a carbon footprint Categorised?

The first step towards reduction of our carbon emissions is to understand where they come from, and in 2019 we began a process of environmental impact measurement which was the start of our commitment to annual reporting.

The global pandemic significantly impacted on work locations, and employees worked from home across the majority of 2020 and intermittently in 2021. For this reason, we have taken 2019, where the majority of employees worked in and travelled to our main head office, as the base year for target setting.

However, in this report we have included the extent of our greenhouse gas (GHG) emissions over the past four calendar years - 2019, 2020, 2021 and 2022 - as a whole.

How is carbon footprint calculated?

A carbon footprint is the total quantity of GHGs produced by an organisation, project or place over a given time (usually a year).

- A carbon footprint is measured in tonnes of greenhouse gas emissions (GHGs).
- Greenhouse gases are those which have a global warming potential (GWP).
- The main 3 GHGs are carbon dioxide, methane and nitrous oxide.
- Emissions are converted into CO₂e, or carbon dioxide equivalent, a standard unit for measuring carbon footprints.
- CO₂e expresses the carbon footprint as a single number with the same global warming potential as the sum of all the different greenhouse gases measured.

How is a carbon footprint categorised?

Our carbon emissions fall within three categories, known as scopes, which are:



Scope 1

Direct emissions from owned or controlled sources, including gas for heating, fuel for transport, or air conditioning and refrigeration.



Scope 2

Indirect emissions from the generation of purchased electricity.



Scope 3

Indirect emissions that occur in the value chain. This covers several categories including water, waste, working from home emissions, commuting, business travel or paper use.

Since 2019, we have reduced our carbon emissions by 76%

Our carbon emissions for 2019-2022 are as follows:

	Scope 1 (tCO ₂ e)	Scope 2 (tCO ₂ e)	Scope 3 (tCO ₂ e)	All scopes (tCO ₂)
2019	0	39.06	51.35	90.41
2020	0	27.85	17.49	45.34
2021	0	22.23	10.52	32.79
2022	0	9.43	12.12	21.55

Analysis & observation

- SCOPE 1 – our office is fully electric and we have not experienced any refrigerant leaks associated with our air conditioning across this period.
- SCOPE 2 – the introduction of comprehensive lighting and temperature controls in our office space, combined with the introduction of hybrid working following the pandemic have contributed to a sharp fall in our scope 2 emissions.
- SCOPE 3 – despite the introduction of more scope 3 metrics, such as working from home and shoot production, our scope 3 emissions for 2022 were **76% lower** than pre-pandemic levels (2019), and **34% lower** than 2021. This can largely be attributed to a significant reduction in travel related emissions through the increased use of more sustainable modes.



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Offsetting our Carbon footprint, 2019-2022

We emitted a total of 182 tonnes of CO2 between Jan 2019 and Dec 2022.

To offset these emissions, we have purchased 182 carbon credits for global projects working to reduce the negative impact of deforestation and increase clean energy production.



THE MAI NDOMBE, REDD+ PROJECT

- The Mai Ndombe REDD+ Project, located in western DRC, Africa, ecologically rich and diverse area.
- This project reduces the principal drivers of forest and biodiversity loss and is charting a new pathway for community prosperity through comprehensive investments into the surrounding local communities, which are among the least economically developed in the world.



78 MW AKOCAK HYDROELECTRIC POWER PLANT

- AKOCAK is a run-of-river type hydroelectric power plant project located in Turkey. The annual estimated electrical energy generation of the project is 257.440 GWh and expected GHG emission reduction is around 144,681 tCO2 per year. This replaces the consumption of about 60 million m3 of natural gas.



PROTECTION OF THE MATAVÉN FOREST IN EASTERN COLOMBIA

- The Matavén REDD+ project protects 1,150,212 hectares of tropical forest in the Indigenous Reservation of the Matavén Forest.
- Due to the pressures which cause local small-scale farmers to move into the project area and deforest it, the project delivers an alternative – employing the local population as rangers and supporting the development of sustainable livelihoods which work with the forest, rather than depleting it.

Reducing the **MISSION** carbon impact

In alignment with the Paris Agreement and the latest climate science, our parent company the MISSION has set Science Based Targets calculated through the absolute contraction approach. Each agency within the Group is supporting these targets, but we have developed our own specific targets and policies for reducing our major impacts (see pages 9 - 13).

MISSION Science Based Targets are set according to **each scope** outlined in the previous section.

Scope	2019 (Base)	Target (2024)	Reduction	Target (2029)	Reduction
Scope 1 (tCO ₂ e)	234.65	185.37	21%	136.10	42%
Scope 2 (tCO ₂ e)	406.32	320.99	21%	235.67	42%
Scope 1+2 (tCO ₂ e)	640.97	506.37	21%	371.76	42%
Scope 3 (tCO ₂ e)	3,426.41	2,706.87	21%	1,987.32	42%
Total (tCO ₂ e)	4,067.38	3,213.23	21%	2,359.08	42%

- In order to align with 1.5 degrees global warming, the MISSION needs to reduce its total emissions by 21% for 2024 and by 42% for 2029.
- Reductions need to occur in emissions across all three scopes.
- The target years show the MISSION emissions targets in the years 2024 and 2029, split by scope. If the MISSION hits these targets, the company will be aligned with 1.5 degrees global warming.

42%

The amount by which the **MISSION** has committed to reduce its emissions by 2029. This figure ensures that we align ourselves to the 1.5 degree climate increase limit subscribed to by governments worldwide.

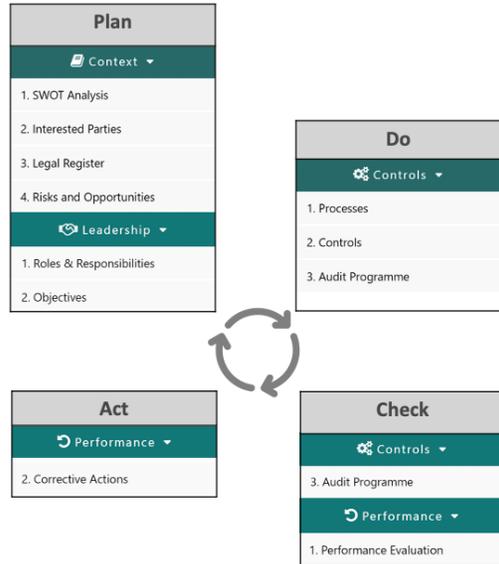


HOW WILL KROW HELP MAKE THIS HAPPEN?

Through the continued focus on the implementation of our environmental management system, we will monitor and take action to reduce the GHG emissions and waste associated with our operations >

Our ENVIRONMENTAL management system

Our environmental management system has been built around our agency's goals and objectives, the risks to the environment associated with achieving these ambitions, and the controls we have put in place to actively reduce these risks.



Our action plan is focussed around 5 core pillars which we have provided more detail on in the subsequent pages.

ISO14001 accredited

**We have been awarded
ISO14001 certification for
our environmental
management system.**

Our commitments

Pillar 1: Company values and behaviors

A commitment to ensuring that reducing environmental impact is demonstrated through our behaviors and enshrined in our company values:

We're better together – taking everyone at krow on this journey, ensuring they are informed and empowered to make the right choices.

We imagine greater – we don't just want to tick boxes. We want to make the greatest impact possible.

We support the brave - not being afraid to make tough decisions in order to meet our climate goals.

We believe in the power of small – we know that lots of small actions can make a big change for the better.

We are difference makers - in a world of influencers we want to make sure we're good ones.

Our action plan

- Regularly delivering staff training on environmental impact and encouraging positive behaviours – whether working in the office or at home – that can contribute towards impact reduction.
- Actively communicating our values and specific policies externally - including direct comms to clients and stakeholders – and internally.



Our commitments

Pillar 2: Reducing our carbon footprint

A commitment to measuring all environmental impacts that we have direct control over, and avoiding, reusing or substituting things which are harmful, in line with Science Based Targets.

We will report annually on achievement against targets, as well as continue to review targets to gauge whether they can be increased further.

Our action plan

Establishing and maintaining an Environmental Monitoring System for ongoing data capture, forming the basis of future reports.

Reducing emissions (all scopes) through:

- Using 100% renewable energy within our office, a switch already made in 2021.
- Minimising impact of car, rail and air travel, supported by increased use of video conferencing over face-to-face meetings, provision of cycle to work scheme and priority use of electric or hybrid taxi fleets.
- Supporting our employees with a hybrid working policy to reduce emissions associated with commuting to the office.

Increasing energy efficiency through:

- Employing time and sensor activated lighting and temperature controls and ensuring those last in the office are briefed to turn all energy related devices off.
- Delivering training to all staff on energy consumption awareness in order to curb unnecessary use.



Our commitments

Pillar 3: **Sustainable supply chain**

A commitment to assessing the environmental impact of those that supply our day-to-day consumables and essential services. Selecting suppliers based on achieving the lowest possible environmental impact – with a focus on both carbon footprint and waste reduction.



Our action plan

- Reviewing our purchases of office consumables to ensure all products meet high sustainability standards.
- Introducing supplier screening to include information on environmental impact and carbon reduction policy. Sustainability credentials to be requested from all suppliers before appointment.
- Making the right purchasing decisions, be that aligning with group-level central procurement, or independently researching and procuring products and services that support our policies.
- Working with new suppliers to enable us to reduce our own impact, including AVISO, Green Element, Green Shoot and AdGreen Production.

Our commitments

Pillar 4: Engaging with our clients and the wider industry

A commitment to making our environmental policies and action plan clear to our clients, engaging with them positively over action they can take, and sharing our own ideas and processes with them.

In addition, we will take an active role in the development of new thinking, monitoring tools and ways of working for the wider advertising industry.

Our action plan

- Communicating this report – and each annual report thereafter – to all of our clients and suppliers.
- Initiating conversations with all of our clients around how we can help them create a positive environmental impact, whether that be including the AdGreen Levy on their production budgets (to support the industry's shift to net zero), featuring environmentally responsible behaviours in our work or simply advising them on how they can be more efficient in the way they manage their communications work.
- Actively sharing our work with other agencies and adding our voice to industry steering groups.



Our commitments

Pillar 5: Reducing our production footprint

Creating an end-to-end origination process that ensures our ideas, and the production of them, are as sustainable as they can be. This starts at creative ideation, continues through into pre-production planning and is realized, monitored and measured at the final shoot.



Our action plan

- Introducing the AdGreen carbon calculator to all our film shoots which will more accurately allow us to monitor and reduce emissions on our shoots in the four main areas of transport, spaces, materials and disposal.
- AdGreen training for all our film producers.
- Attendance of independent auditor, Green Shoot, on all our production projects, who provide a post-shoot sustainability report to help us on our journey of continuous improvement.
- Upskilling our creative teams on how to develop communication ideas that can be produced with minimal negative impact. Specifically considering seasonal planning, representing green behaviours in our work and avoiding large set builds.
- Actively and consciously pre-planning production projects to minimise impact of transportation of product, plan for remote shoot attendance, meat-free catering, using local crew and talent, contracting suppliers, studios and accommodation running on 100% renewable energy.
- Openly communicating our approach with our clients including offering the option of including the AdGreen levy of 0.25% on production costs and the contribution of any remaining production wardrobe or props to charities.

Our ongoing commitment

This document has outlined our approach to measurement and target setting, and our plan for reducing our environmental impact.

But plans will only be successful if we continue to evolve them based on an ongoing review of targets and progress against them.

While there are instant and positive changes we can make, reducing our carbon impact is not a quick fix, and for this reason we commit to the following:

1

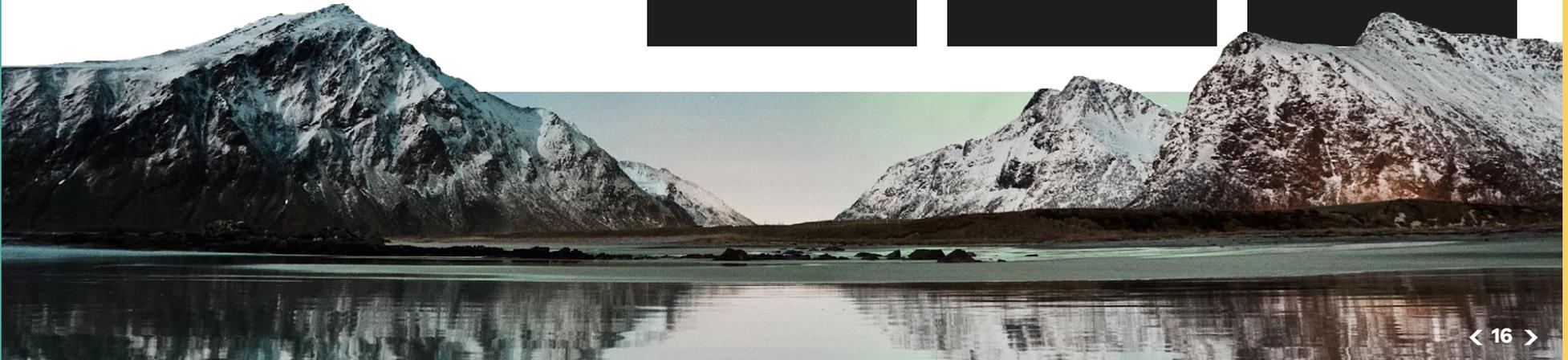
Continue to measure all environmental impacts, including carbon impacts in scopes 1-3.

2

Report our carbon emissions annually, at the start of each calendar year for the previous 12 months, highlight progress against targets and offset all our emissions to become carbon neutral.

3

Maintain our ISO-14001 accreditation and start the process towards B corp status. We will use feedback and recommendations made as part of these audits to continue to update our processes and policies.



**“What you do makes a
difference, and you
have to decide **what kind
of difference** you want
to make.”**

Dr Jane Goodall, Scientist & Activist