



Environment

We think ...

“Climate change mitigation is an ongoing journey for us. It was great to enhance the scope of our carbon reporting during 2017 to get a better understanding of how we can effectively tackle our impacts.”

Françoise Grumberg, Vice President, Global Responsible Business



We act to protect our planet



As a signatory of the United Nations Global Compact (UNGC), we are committed to respecting its Ten Principles. To uphold Principles Seven through Nine, we proactively measure and manage our carbon footprint, while creating a culture that raises awareness of environmental responsibility and encourages action at a local and global scale.

As stated in our Global Environmental Charter: 'environmental stewardship is part of our core strategy, culture and day-to-day activities'. The charter aligns with the commitments we make as a signatory to the UNGC's environmental principles of:

- supporting a precautionary approach to environmental challenges;
- undertaking initiatives to promote greater environmental responsibility; and
- encouraging the development and diffusion of environmentally-friendly technologies.

We act to protect our planet by:

- measuring, reporting and reducing emissions; and
- creating an environmentally-responsible culture:
 - through awareness-raising; and
 - by promoting global and local actions that improve our environmental footprint.

Thanks to a dedicated network of local correspondents, we pull together and voluntarily report greenhouse gas emissions data from across 22 countries. We organize global environmental awareness campaigns and encourage global and local initiatives to help improve our environmental footprint. Beyond this, we assist clients with their own efforts by providing information that enable them to reduce their environmental impact.

Our Environmental Charter Commitments outline how CWT:

- actively engages in positive environmental practices;
- conducts our business in accordance with environmental laws in all the countries in which we operate, and aims to exceed the requirements when possible;
- recognizes our responsibility as an employer to provide a safe, healthful working environment for all employees in an environmentally-sustainable manner;
- incorporates environmental practices into our operations such as reducing greenhouse gas (GHG) emissions, managing energy consumption, preserving natural resources and reducing and recycling waste;
- regularly reviews environmental performance and shares progress with our stakeholders;
- fosters environmental awareness among stakeholders;
- communicates this charter to all employees, provides them with the necessary information to fulfill commitments, and encourages them to adopt an eco-friendly attitude; and
- assesses and reviews the content of this charter on a regular basis under the leadership of the global Responsible Business team.



We act to measure, report and reduce emissions



Climate change is one of the greatest challenges of our time, and it requires collective and concerted action. We do our best to understand – and reduce – our own impacts and minimize our carbon footprint.

We have been measuring and voluntarily reporting our emissions every year since 2013. We collect data on business travel, commuting, building energy consumption, purchased goods and services, and waste management in key locations. The campaign to calculate our 2017 emissions included 22 countries across 3 regions, representing approximately 80% of our revenue*.

We calculate our greenhouse gas emissions in accordance with the Greenhouse Gas Protocol, based on emission factors provided by the UK Department for Environment, Food and Rural Affairs (DEFRA). We voluntarily report our Scope 1, 2 and 3 emissions in this Annual Responsible Business Report every year. In addition, we report our emissions and those of the clients who request it of us through the CDP Supply Chain Program every year.

Our 2017 carbon footprint (by Scope)

At 2,208 tCO₂e**, our Scope 1 emissions slightly decreased in 2017, mainly due to the reduction in owned and leased company vehicles in the 22 countries that are part of our reporting scope.

Our Scope 2 emissions were 3,492 tCO₂e which represents a decrease. This can be explained by the closure of certain offices, as well as missing building energy data in certain countries.

Our Scope 3*** emissions were 29,858 tCO₂e, which represents an increase compared to 2016 levels. This can be explained by the addition of hotel night stays in this reporting cycle. Hotel nights accounted for 1,098 tCO₂e, which represents 6% of our Scope 3 emissions.

Scope 1

2,208 tCO₂e

Direct emissions from our buildings in key locations (heating oil and gas) and a portion of business travel (fuel for CWT's vehicle fleet).

Scope 2 (location-based method)

3,492 tCO₂e

Indirect emissions from energy supplied to offices in key locations, such as electricity or urban heating.

Scope 3***

29,858 tCO₂e

Indirect emissions from business travel*, commuting, waste management, purchased goods and services.

* Additional information on the methodology: Emissions are calculated in line with the Greenhouse Gas Protocol, and based on emission factors provided by the UK Department for Environment, Food and Rural Affairs (DEFRA). The figures in this year's report account for the data collected as of May 28, 2018. Business travel includes global air and rail travel, global commuting, and global hotel night stays as well as local car-related travel (employee personal cars, owned and leased vehicles, rented cars and taxi) in the following locations: - if no specific cities are mentioned, the whole country was included in the scope, excluding implants: Australia: CWT Sydney office only; Austria: CWT Vienna office only; Belgium; Brazil: CWT São Paulo office only; Canada; Chile: CWT Santiago office only; China: CWT Beijing office only; Costa Rica; Denmark: CWT Copenhagen office only; Finland: CWT Helsinki, Oulu, Tampere and Turku offices only; France; Germany; India: CWT Gurgaon office only; Ireland; Italy: CWT Rome office only; Luxembourg; Mexico: CWT Mexico City office only; Netherlands; Spain: CWT Barcelona, Bilbao, Madrid and Seville offices only; Sweden: CWT Stockholm office only; UK; US.

** tCO₂e = tons of carbon dioxide equivalents.

*** Excluding emissions from use of sold products and services, which represent more than 90% of our Scope 3 emissions. Emissions from our data centers are not calculated.



Reducing our carbon footprint

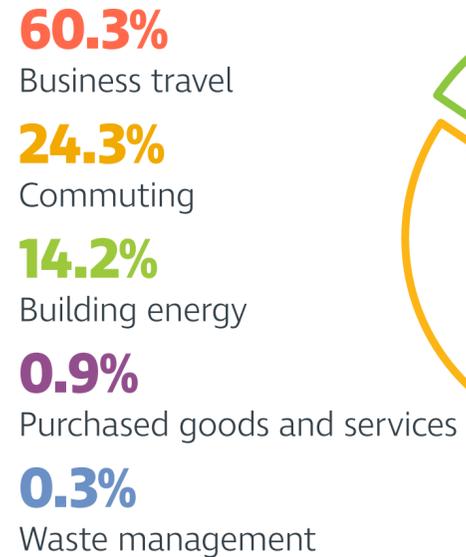
By measuring our emissions, we are better able to identify key areas of focus so that we can take appropriate action to reduce our environmental footprint.

Business travel* was our greatest source of emissions at 60% of our total emissions in 2017***. To address this, in 2017 we installed telepresence suites in Paris, London and Minneapolis. This virtual meeting technology has a triple-win of reducing carbon, costs and employee time, with additional wellbeing benefits.

Employee commuting is our second largest source of emissions, accounting for 24% our total emissions in 2017***. Across the world, we took a number of steps to raise awareness among our people on the impact of their commute (see [page 43](#)).

Finally, with building energy representing 14% of our total emissions, we continue taking actions to optimize the efficiency of our real estate (see [page 44](#)).

Our footprint by size



We live ...

... to enhance our greenhouse gas emissions reporting

To further improve the accuracy and completeness of our reporting, and in particular of our Scope 3 emissions, we added a new data category to our reporting in 2017: hotel nights. We use DEFRA's emission factors for hotel night stays where available. For countries for which DEFRA does not provide an emission factor for hotel night stays, we used the average between the lowest emissions figure and the highest as a proxy factor.

* Additional information on the methodology: Emissions are calculated in line with the Greenhouse Gas Protocol, and based on emission factors provided by the UK Department for Environment, Food and Rural Affairs (DEFRA). The figures in this year's report account for the data collected as of May 28, 2018. Business travel includes global air and rail travel, global commuting, and global hotel night stays as well as local car-related travel (employee personal cars, owned and leased vehicles, rented cars and taxi) in the following locations: - if no specific cities are mentioned, the whole country was included in the scope, excluding implants: Australia: CWT Sydney office only; Austria: CWT Vienna office only; Belgium; Brazil: CWT São Paulo office only; Canada; Chile: CWT Santiago office only; China: CWT Beijing office only; Costa Rica; Denmark: CWT Copenhagen office only; Finland: CWT Helsinki, Oulu, Tampere and Turku offices only; France; Germany; India: CWT Gurgaon office only; Ireland; Italy: CWT Rome office only; Luxembourg; Mexico: CWT Mexico City office only; Netherlands; Spain: CWT Barcelona, Bilbao, Madrid and Seville offices only; Sweden: CWT Stockholm office only; UK; US.

*** Excluding emissions from use of sold products and services, which represent more than 90% of our Scope 3 emissions. Emissions from our data centers are not calculated.



We act to create an environmentally-responsible culture



We seek to create a culture where environmental responsibility becomes second nature by delivering awareness-raising initiatives.

Environmental Awareness Week

The best way to consistently improve our environmental performance is to create a culture that promotes environmental responsibility internally. Every year since 2015, a global week-long campaign is organized to raise awareness on ways employees can contribute to our environmental objectives.

In 2017, our Environmental Awareness Week focused on the topic of responsible commuting. This theme recognized the fact that commuting significantly contributed to our overall carbon footprint in 2016 – and is an issue that we all need to work on to reduce our collective environmental impact. A global communications campaign – available in seven languages – was organized, and included smart tips on how to ‘Reboot your commute’.

We live ...

... to encourage our employees to commute responsibly

Every year, a commuting survey is sent to employees to better understand how they commuted to and from work the previous year. The data collected from the survey is used to help us calculate our annual greenhouse gas emissions.

As part of the 2017 Environmental Awareness Week, the scope of our annual commuting survey was broadened to include all employees worldwide for the first time. More than 40% of our total global workforce responded. To encourage participation in our commuting survey, a global challenge was organized: the country with the highest response rate would receive a corporate donation towards an environmental project of their choice.

The joint winners were CWT Hungary, Lithuania and Romania who chose ‘Clean Water for Rural Villagers in Burkina Faso’ as the recipient of the donation. This project is a partnership organized by the BARKA Foundation to help villagers secure access to clean water, improved sanitation and hygiene education.

During the campaign, additional local initiatives took place at CWT offices around the world, including:

- **Egypt:** a carpooling option was organized for employees to arrive at an annual business event.
- **France:** a competition was arranged to encourage employees to take up more sustainable commuting habits, and share their stories on our social intranet. The winner received a cash prize to contribute to the purchase of a bicycle.
- **Singapore:** employees turned lights off in their offices during their lunch break to save energy.
- **Spain:** a second-hand market was organized in the Madrid, Seville and Barcelona offices to donate clothes and books. The money raised was donated to an environmental NGO.

Raising awareness with stakeholders

Beyond creating an environmentally-responsible culture internally, we offer reporting tools to help our clients make more informed choices.

Some of the tools mentioned on [page 49](#) for traveler safety also have environmental features – for example, *CWT AnalytIQs* analyzes CO₂ emissions so that travel managers can track and adapt their travel plans accordingly. In 2017, we improved our *CWT AnalytIQs* data sources for air and rail, using Department for Environment, Food and Rural Affairs (DEFRA) emissions factors.



We act ...

... to promote **global and local environmental actions**

Beyond measuring our environmental impact and raising awareness, our Global Responsible Business team coordinates initiatives that improve the environmental footprint of our processes and day-to-day activities. These efforts are supported by our colleagues all over the world, who initiate local actions to reduce our collective impact or further raise awareness.

This work involves everything from reducing our environmental footprint in our offices through initiating environmentally-conscious activities such as local beach cleanups.

Promoting responsible offices

Locations such as Germany, Spain and the UK have robust environmental management systems in place, including ISO 14001 accreditation. Certifications and accreditations are selected based on the local context – for example, CWT Finland adopts the **WWF Green Office certificate**, while CWT Estonia uses European Green Office standards. In addition, Germany became the latest market to follow our Finnish and Norwegian offices by moving to 100% green electricity in 2017.

In order to streamline and improve CWT's use of office space, and ensure a pleasant working environment for all employees, our Real Estate team has launched a Workplace 3.0 strategy. Several offices are being restructured as part of this multi-year plan, first of which are the Helsinki and Singapore offices, which have been moved into new, energy-lean buildings situated close to public transportation.

We live ...

... to reduce paper usage

US teams have rolled out print login functionality to avoid accidental printing and to encourage print collection. In addition to the positive impact this will have on paper and energy waste reduction, this initiative has led to significant savings, including reducing print costs by 42%.

Encouraging waste management and recycling

We encourage waste management and recycling in our offices around the world. At a local level, many offices have their own recycling programs, depending on local infrastructure. Here are some examples:

- **Australia:** we help the environment by recycling coffee pods in our Melbourne offices.
- **France:** we work with Greenwishes – an organization that provides monthly recycling reports – to better measure how we're performing and take actions to reduce our waste where we can. In 2017 we recycled over two tons of waste, and shared the results with our colleagues to keep them up to speed.

- **Hong Kong:** we ran an on-site guided tour of T-PARK, a futuristic waste treatment facility, to understand more about the concept of waste-to-energy.
- **India:** we partner with Greenobin – an organization that collects paper waste and credits one point against every kilogram of paper waste collected. These points are equivalent to 1 INR, and we are entitled to redeem recycled products against the collected points.
- **Netherlands:** we donate printer cartridges to Stichting AAP, an organization that rescues primates and exotic mammals from the pet trade or entertainment industry. The foundation is able to exchange the cartridges with a recycling partner in exchange for cash.
- **Singapore:** during a move to a new office, we donated unused laptops and computers to charity to avoid waste, while giving back to the community.
- **UK and Ireland:** we launched 'Going Green!' – a list of helpful tips outlining what can and cannot be recycled.
- **US:** our Mendota office ensures that freshpacks are collected and sent to a recycling center for processing. The remaining tea and the coffee inside the packs are composted and the packaging is recycled.



Offsetting our emissions

After the success of our 2016 pilot, we continued to offset the carbon impact of some major events in 2017. Once again we supported the Carbon for Water™ project in a bid to compensate our own impacts, while supporting local community projects. In 2017, we offset 515 tCO₂e* to make our Global Leadership Conference (for senior managers) and the 'Global Exchange Singapore 2017' (client event) carbon neutral. This is the equivalent of 77.35 million internet requests, or the manufacturing of 223,900 reams of paper (a ream of paper is 500 sheets of paper), or 51 world tours in a 6CV diesel car.

We live ...

... to improve lives through carbon offsetting

In 2017, Carbon for Water™ was our designated carbon offsetting project for the second year in a row. The project distributes water filters to rural families in Kenya – by eliminating the need to boil water to make it potable, the project avoids the emissions associated with burning wood. Thanks to our efforts in 2017, 1,155 water filters were distributed, providing drinking water for roughly 10,945 beneficiaries.

Encouraging employee-led environmental action

In addition to the environmental initiatives that have been implemented in certain sites to help reduce CWT's impact, employees proactively gathered in many cities across the world to show their general support for the environment.

- In Mumbai, India, employees set out to clean a long stretch of Chowpatty Beach.
- In Costa Rica, a day-long excursion was organized to clean Guacalillo beach, resulting in more than 30 bags of trash collected, most of it plastic.
- In China, a poetry competition was launched in celebration of World Environment Day, encouraging employees to share their favorite environmental verses.

* tCO₂e = tons of carbon dioxide equivalents.



We said ...

2020 objectives

Educate all our employees through eco-attitude campaigns and an environment training module translated into several languages.

Empower the global environment network to drive local performance.

Reduce our Greenhouse gas (GHG) emissions by 10% per employee against 2015 levels.



We did ...

2017 performance



Our annual Environmental Awareness Week focused on responsible commuting. The annual commuting survey was extended to all employees worldwide for the first time. We also continued sharing best practices on environmental initiatives throughout the year via our social intranet.



Dozens of local activities were initiated and organized by employees across the world, from office recycling, environmental management system implementations to awareness activities, and beach cleanups.



We put in place various initiatives to help reduce our emissions, from our environmental awareness campaign to applying the highest standards for environmental management in our offices.

We also strengthened our reporting processes to improve the accuracy of our environmental measurement.



We will ...

2018 goals

Continue to promote an environmentally-conscious culture through awareness campaigns and targeted initiatives.

Further strengthen collaboration with local correspondents to improve environmental reporting processes by streamlining them and expanding the network of correspondents.
Continue to encourage employee-driven environmental initiatives.

Further integrate environmental considerations into certain internal processes to reduce our global environmental footprint.

