



# WWF-UK'S ENVIRONMENTAL GOALS 2018-2023

In this publication we outline our strategy for managing our environmental impacts. We also list the environmental objectives and targets we've set ourselves between 2018 and 2023. We publish our environmental performance each year in our Environmental Report.

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## OUR ENVIRONMENTAL TARGETS TILL 30 JUNE 2023

Environmental aspect	Target
Business travel: road and rail	Produce no more than 67 tonnes CO <sub>2</sub> e per year
Business travel: air	Produce no more than an average of 286 tonnes CO <sub>2</sub> e per year
Energy use	Use ≤158kWh/m <sup>2</sup> per year <sup>1</sup>
Waste production	Recycle at least 84% of our waste per year
Food waste	Reduce our food waste by 50% by 2023 <sup>2</sup>
Single-use plastic	Eradicate avoidable single-use plastic used in our products, operations and supply chain by 2020
Water use	Use ≤28 litres per person per day on average per year <sup>3</sup>
Procurement of paper and timber products	Use 100% recycled or FSC certified material for all our printed communications and office paper
Office printing	Use ≤3 sheets/employee/working day

1. At our headquarters, the Living Planet Centre
2. A 50% reduction from our FY18 baseline
3. Including rain and recycled water. Occupancy data is measured for all days our office is open, including occasional weekend days

## ABOUT OUR ENVIRONMENTAL GOALS

Our mission is to create a world where people and wildlife can thrive together. We know that as we work to achieve our mission, our business has an impact on the environment. We recognise the importance of ‘walking the talk’<sup>i</sup>. Our responsibility does not end with influencing others to safeguard the natural world through their key decisions – we must also play our part, reducing our own impacts as well as inspiring others to do the same.

Our Environmental Management System (EMS) provides a framework for managing and reducing our impacts. We’ve been certified to the ISO 14001 Environmental Management System standard since 2008. Through this framework we identify the main areas of our operations that have an environmental impact. They are: business travel, energy consumption, waste production, water use, and the procurement of goods and services. Our environmental policy states our commitment to measuring our negative impacts and striving to reduce them.



## OUR KEY ACHIEVEMENTS

- 1989 We create our first environmental policy and establish our EMS
- 1991 We first publish our environmental performance in our annual report
- 2002 We publish a standalone Environmental Report
- 2008 We are EMS certified to ISO 14001
- 2013 We move the WWF-UK HQ to a new building, the Living Planet Centre
- 2014 The Living Planet Centre achieves a BREEAM rating of ‘Outstanding’

We have a number of offices around the UK. This table shows what we measure at each office:

	Office area (m <sup>2</sup> )	Business travel	Commuting	Electricity	Waste	Water	Gas	Paper and timber purchasing
Living Planet Centre, Surrey (from October 2013)	3,675	✓	✓	✓	✓	✓	No gas supply to building	✓
Edinburgh, Scotland (from May 2014)	256	✓	✓	✓	✓*	Tenant within office with no current means to measure these aspects	✓	
Cardiff, Wales (from December 2015)	190	✓	✓	✓	✓*		✓	

\* Although we are tenants within rented office space in Scotland and Wales, we have begun weighing our waste output and will carry this out regularly in FY19.

## BUSINESS TRAVEL

Business travel produces our most significant environmental impact. It accounts for approximately 60% of our measured CO<sub>2</sub> emissions. Approximately 85% of our business travel emissions are produced by air travel, making this a high priority for us to monitor and manage.

As an international organisation, reducing our air travel emissions to zero is not a realistic option. Instead we’ve worked hard since 2000 to monitor business travel emissions and put strategies in place to manage them.

In addition to the environmental impacts, travel also has financial costs and can affect people’s work-life balance. We consider all of these factors before making travel bookings.



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## OUR APPROACH

We have a Sustainable Travel Policy that first and foremost challenges the need to travel: could the objective of the meeting be achieved via video-conference or webinar? If not, the policy advises travel using the most sustainable means practical. Our policy prohibits flying to destinations in mainland Great Britain or to Eurostar destinations. All staff must travel by train if their journey is to European destinations that are within a journey time of six hours. If the journey time is within 10 hours, then staff must take the train at least one way.

Allocating a carbon budget for air travel to our teams, and getting them to plan their flights for the year ahead at the same time they're carrying out financial planning, means they have to prioritise travel, taking only the most important journeys. We've had a carbon budgeting system in place since 2005. It's proved a useful way to manage air travel.

## TARGET

On 1 July 2018 we began our new strategy, under which we're determined to change hearts and minds to make it politically, socially and economically unacceptable to degrade our planet's precious natural resources. We're tackling the underlying causes that are driving nature's decline – notably the food system and climate change. And we're fighting to ensure future generations have a world with thriving habitats and species.

Between July 2013 and June 2018 our average annual emissions were 318 tonnes of CO<sub>2</sub>e for air travel, and 74 tonnes of CO<sub>2</sub>e from road and rail travel. For our next strategy period we have set a target to cut these averages by 10%. Air travel will be 286 tonnes of CO<sub>2</sub>e per year and road and rail travel will be 67 tonnes CO<sub>2</sub>e.

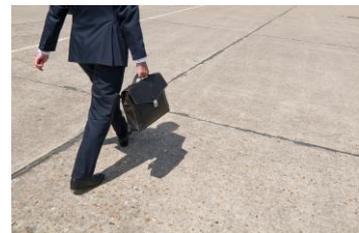
## TRAVELLING TO WORK

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Staff travel to and from work also has an environmental impact, which depends on the choices they make about how to travel.

### OUR APPROACH

We offer a range of programmes to support people getting to work in a more sustainable way than single occupancy car journeys. We have a cycle to work scheme, which means staff can make savings by purchasing a bike through a salary sacrifice scheme. Staff can also become members of the CTC (the National Cycling Charity) at a reduced cost. We run an event called 'Bike Week', which highlights the benefits of cycling to work and often includes an opportunity for people to learn bike maintenance skills.



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We offer season ticket loans for trains and buses, so staff can take advantage of better value tickets with repayment through their salaries. Finally, we host a lift-sharing platform so staff can find others to share their journey to work with. We do not offer free car parking at any of



our offices. We also carry out annual travel surveys and promote safe and sustainable ways of travelling to work.

### Results of the last five travel surveys

Main transport mode	Survey month and year (and survey response rate)				
	May 2012 (70%)	Oct 2013 (52%)	Oct 2014 (31%)	Dec 2015 (31%)	Dec 2016* (60%)
Train	21%	57%	48%	41%	54%
Car (alone)	61%	24%	26%	27%	24%
Car (lift share)	2%	3%	10%	6%	3%
Bicycle	8%	7%	10%	17%	11%
Walk/run	6%	8%	5%	3%	7%
Bus	1%	1%	1%	6%	1%
Motorcycle	1%	0%	0%	0%	0%

N.B. we moved our headquarters to the Living Planet Centre in Woking in October 2013.

\* There is no survey data for 2017 as we have decided to reduce the frequency to once every two years.

## TARGET

The way we commute involves personal choices, so it's something we can only influence rather than control. However, it is important to us that we advocate environmentally responsible travel to our staff. Our objective is to continue to influence positive commuting choices and provide our staff with information and support schemes, such as the cycle to work scheme, to keep the commuting footprint of our staff as low as is practically possible.

## ENERGY CONSUMPTION

Powering our computers as well as heating and cooling the buildings we work in uses energy. Energy consumption accounted for 26% of our carbon footprint in the last financial year. We're committed to running our buildings as efficiently as possible, ensuring we minimise our energy use without negatively affecting our operations.



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## OUR APPROACH

In the offices where we pay electricity bills directly, we can decide which electricity provider to use. At our offices in Edinburgh and Cardiff we purchase electricity from renewable energy providers. At the Living Planet Centre we have 410 solar panels on the roof which provide us with up to 20% of our energy needs each year. For our remaining electricity supply, we're connected to a local combined heat and power (CHP) network which produces electricity using a natural gas-fired generator. In 2017 we purchased REGO (Renewable



Energy Guarantees of Origin) certificates from our electricity provider for the LPC. This means that, whilst the power that they generate, and which we consume, does not come directly from renewables, they are purchasing power elsewhere which is, renewable. This means that we are, in effect, helping offset the impact of our non-renewable power by ensuring that equivalent power is supplied elsewhere in the UK electricity market that is generated from renewables.

Instead of sourcing heat from an external source and using a traditional air conditioning system, we use a more energy efficient, on-site ground source heat pump system to heat and cool our building. We draw on heat stored in the ground to heat the building during winter, and transfer heat to the ground in summer. We also use natural ventilation during warmer months, in addition to mechanical cooling. The Living Planet Centre produces nearly 25% less CO<sub>2</sub> per square metre than our previous HQ did. We are exploring a connection to the national grid in future so that we can switch to renewable power generation.

We're participating in joint tenants' meetings held with other organisations at our Edinburgh and Cardiff office buildings. We work together to share knowledge and ideas about how to make our operations more environmentally friendly.

## TARGET

We monitor energy use regularly at the Living Planet Centre, and compare our consumption to the Better Building Partnership good practice benchmarks for offices. As a building with both natural and mechanical cooling, we expect our total energy use to fall between the good practice benchmarks of 100 and 189 kWh/m<sup>2</sup>/year<sup>iii</sup>.

Our facilities management company actively manages our Building Management System (BMS). Since moving in, we've been adjusting to the new technology and making changes to the BMS to optimise the temperature within the building. We made a significant change in January 2016, when we decided the system should operate continuously rather than being regularly switched on and off. We measured total energy consumption (including solar) between February 2016 and January 2017, after the change came into place, to obtain a baseline measurement of 175kWh/m<sup>2</sup>. Our target for the next strategy period is to achieve 10% below this: 158kWh/m<sup>2</sup> per year.

We also measure the electricity use at our offices in Edinburgh and Cardiff. We've had a smart meter installed in Edinburgh so we can assess our usage patterns in more detail. After monitoring how much electricity we use in both offices, we set a target of 78 kWh/m<sup>2</sup> for each office for the last financial year.

For the next strategy period, our new target is 74 kWh/m<sup>2</sup>, a reduction of 5%, to try and encourage more efficient performance.



## MANAGING OUR WASTE

We have a duty of care to manage our waste – we’re required to under UK law, but it’s important to us because of our mission to reduce pollution and wasteful consumption. During our last financial year we sent 79% of our waste for composting or recycling.



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### OUR APPROACH

At the Living Planet Centre we have a waste management plan that outlines all the different types of waste we produce. It details how the waste can be disposed and who can remove it. Waste arrangements at our other offices are managed by the respective building management companies, and we try to positively influence the way waste is managed. There are clearly-labelled waste and recycling bins at all our offices. At the Living Planet Centre we have two new bins that monitor single-use plastic recycling and waste, to encourage staff to think about their personal consumption.

We’re mindful of the three Rs – reduce, reuse, recycle. We apply this waste hierarchy by encouraging staff first to reduce our consumption of resources to avoid generating waste. Where this isn’t possible we aim to reuse whatever items we can. If we can’t reuse, we recycle as much material as we can and only treat it as waste as a last resort. Our general waste from the Living Planet Centre is used to produce energy rather than going to landfill.

An example of this hierarchy in practice is our stationery store: all offices have a stationery cupboard for supplies, and we also store items here that can be reused. This helps us avoid over-ordering and unnecessary waste.

#### Our application of the waste hierarchy

	Most favoured	Prevention	Avoid consumption of resources
		Minimisation	Carefully manage the amount of resources needed
		Reuse	Reuse resources for the purpose they were intended e.g. stationery
		Recycling	Remanufacture products using raw materials: plastic, paper, cans, electrical waste
		Energy recovery	Convert non-recyclable products into recoverable energy: compost, general non-recyclable waste
	Least favoured	Disposal	Send waste to landfill or incineration without energy recovery



## TARGET

An office that has an effective recycling system for paper, card, cans, glass and toner cartridges can recycle 60-70% of its waste, and produce less than 200kg of waste per person each year<sup>ii</sup>. The Better Building Partnership good practice benchmark for recycling, based on real, in-use offices, is 52% (based on the weight of waste sent for recycling, reuse or composting)<sup>iii</sup>.

At the Living Planet Centre we produced less than 70kg of waste per staff member in the last financial year. Currently, we send approximately 80% of our waste for recycling. The remainder (general waste) is used to generate energy. We have increased our recycling target to 84%. To achieve this, we will remind staff of what can and can't be recycled, provide regular updates on our recycling performance, and encourage the purchase of recyclable products through our environmental procurement guidelines.

## SINGLE-USE PLASTIC

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The impact of plastic, particularly on our oceans, is a fast-growing global issue. Nearly all plastic is derived from fossil fuels and its production contributes to climate change. Plastic poses substantial hazards to wildlife in both its product state and once it is broken down into microplastics.



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## OUR APPROACH

We have extended our commitment to responsible purchase of products to encompass single-use plastic. We have committed to stop using single-use plastic in our operations, products and supply chain across the UK by 2020. We want to ensure we avoid using any plastic that is disposable, and is designed to be used only once, or for a short while, before being thrown away or recycled.

We've established a Single-Use Plastic Policy which sets out a hierarchy of alternatives to plastic, and making natural materials the priority. Internally, we have established a Plastics Action Group consisting of staff who have received training and advice on our policy. They will collate data from their departments and teams on how we're using plastic, and can advise other colleagues to ensure they comply with the policy.

We have begun the transition to becoming free of single-use plastic by notifying suppliers that products must be provided without plastic packaging, making changes such as switching to sugar cubes in our offices, and phasing out windowed envelopes from our communications.



## TARGET

We acknowledge that certain types of plastic will be unavoidable for legislative or operational reasons. Our target is to eradicate all avoidable single-use plastic in our products, communications and supply chain by 2020.

## FOOD

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Food is one of the primary goals in our new strategy: we want to increase understanding of the links between food choices and environmental impacts. We have a Meetings & Events Catering Policy that focuses on healthy, sustainable produce and supports certification labels that benefit the environment, such as Rainforest Alliance Certified and RSPO Certified Sustainable Palm Oil. Food for catered meetings and events must be vegan and vegetarian, or it may contain minimal amounts of seafood if requested. Caught seafood must be [Marine Stewardship Council certified](#), and farmed seafood should be [Aquaculture Stewardship Council certified](#). By exceeding our LiveWell principles and serving vegan and vegetarian catering, we can demonstrate that it's possible to have healthy, tasty food that has a lower impact on the environment, while reducing our meat consumption.



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## OUR APPROACH

Holding events is an important part of helping to spread our message and engage and share information with others. We have a set of environmental events guidelines which advise our staff to reduce the environmental impact of events as much as possible. These include ensuring that venues have public transportation links. Catering is a key part of many events and an important area where we can minimise our impact, and demonstrate tasty, sustainable food and drink. We also take conscious steps to minimise waste from events by advising on catering numbers to prevent leftover food, and ensuring that all items used are reusable (such as crockery) or have recyclable packaging. We are now working closely with our approved catering providers to help them support our goals on single-use plastic. We have already managed to eradicate clingfilm by switching to reusable plastic covers for food trays.

## TARGETS

Our target is to reduce our food waste by 50% by 2023, using our FY18 performance as a baseline. In FY18 we produced 7.56 tonnes of food waste and will reduce this to 3.78 tonnes by the end of FY23.



## WATER

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Water is an important and finite natural resource, so we try to use as little as possible in our offices. In our previous head office, between 2008 (when we started recording our water use) and 2013, our average water consumption per person was lower than the benchmark of good water use for an office at that time; i.e. less than 6.5 cubic metres per person per year (or 26 litres per person per day).

Our water use per person at the Living Planet Centre is more difficult to measure: in addition to our staff, lots of visitors and groups use the building for varying amounts of time, and also use water. For water reporting purposes we count every two visitors as one person. We also have an irrigation system for the plants around the Living Planet Centre.



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## OUR APPROACH

The Living Planet Centre has rainwater harvesting and greywater recycling systems that reduce the amount of mains water we use. We collect rainwater and recycle water from hand basins and showers, and use this to flush toilets and water the plants. We have dual flush toilets that allow people to use a smaller amount of water to flush when possible.

A leak detection system within the building management system at the Living Planet Centre means we can find out about any leaks quickly, so they can be repaired. This limits the amount of water lost.

We have dishwashers in our kitchens at the Living Planet Centre and in our office in Edinburgh. We make sure they're full before we use them. We have hot and chilled 'zip' taps in the Living Planet Centre and hot water boilers in Edinburgh and Cardiff. These devices prevent overfilling kettles and heating more water than necessary. Zip taps also provide instant cold drinking water, so people don't have to run the tap and wait for it to get cold.

## TARGETS

Due to the unique function and use of our Living Planet Centre, we based our early targets on our historical water use benchmarks (set year on year from January to December). However, as our performance has been consistent at 31 litres/m<sup>2</sup> per day we have decided to align our target with the Better Building Partnership (BBP) good practice benchmark so that our target is more ambitious. The BBP benchmark for water use is 28 litres/person/working day<sup>iii</sup>.



## PRINT AND PROCUREMENT

Our organisation is office based, so our use of natural resources is relatively small compared to some businesses, such as manufacturers. However, it's part of our mission to stop unsustainable consumption of natural resources.

Our most tangible consumable is paper. Most of the paper we print on is for fundraising purposes and despite developing digital means of fundraising, printed media remains an important part of our fundraising activities.



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### Our paper use

	2014	2015	2016 (Jan-June)*	FY17	FY18
Office paper, including stationery (tonnes)	3.5	3.9	2.17	3.76	5.25
Printed publications paper (tonnes)	464	552	286.41	276.13	139.78

\*In 2016 we decided to switch to reporting our paper use by financial year (July-June) rather than calendar year, so that this can feed directly into our annual Environmental Report.

## OUR APPROACH

We have a set of environmental procurement guidelines that help direct our staff to purchasing the best environmental option – we want to know what the product is made from, where it has been made and who it has been produced by. We want to be sure that the things we buy have been produced in an environmentally and socially responsible way.

We're committed to buying FSC-certified or 100% recycled paper for all our paper and board purchases, including stationery and fundraising communications. We prefer FSC recycled products, to reduce the impact on forests. These requirements are set out in our Paper and Timber Products Purchasing Policy, which also specifies that all of our printed communications must be produced by printers with ISO 14001 certification. This demonstrates they are working to manage and reduce their environmental impacts. They must also hold FSC Chain of Custody certification. FSC Chain of Custody tracks FSC-certified material from production all the way through to the final product. We measure all our timber and paper purchases that we're practically able to – the quantity, weights, and what they're made from. A summary is included in our annual Environmental Report.

We monitor our internal printing and share the results through internal communications to encourage people to print less. We use multifunctional devices in all our offices (double-sided and black and white as standard) to print, copy and scan, thereby reducing the number of separate devices we have. We currently have just four printers in our Living Planet Centre



and one in each of our devolved offices. Staff must use a fob when they visit the printer, to activate the printing process (or to photocopy). They have to think twice before printing, and can change their minds after sending documents to the printer. They might even forget to visit the machine to activate the printing.

## TARGETS

Our target is to use 100% recycled or FSC-certified material for all of our printed communications and office paper.

It has been said that an efficient office can use as few as 16 sheets of paper per staff member per day<sup>ii</sup>. In the last financial year we performed much better than the benchmark, using an average of 4.2 sheets of paper per person per day. Our target for the next strategy period is to use  $\leq 3$  sheets per person per day. We will be working with the staff who repeatedly print the highest volumes to try and find solutions to encourage them to cut down.

## CARBON OFFSETTING

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There are a number of different types of projects that can deliver reductions in greenhouse gas emissions, from renewable energy to natural resource conservation. For example, improved cook stoves in developing areas can leave trees standing that would otherwise be cut down for use as cooking fuel. Businesses, organisations or individuals can invest in these projects to compensate for, or offset, their emissions. It's important to take steps to reduce emissions before offsetting; WWF-UK views carbon offsetting as the last step in a mitigation hierarchy of avoid, reduce and offset. We support the Gold Standard accredited offsetting scheme, and we purchase Gold Standard offsets equal to our emissions from business travel, energy use, and paper, timber and print purchases.



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## CALCULATING OUR EMISSIONS AND ENVIRONMENTAL REPORTING

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We use the UK government's conversion factors for greenhouse gas reporting to calculate our emissions. We apply a radiative forcing factor of 1.9 to our air travel emissions, to account for the effect of releasing greenhouse gases at altitude.

We report our environmental performance annually. Reports dating back 10 years are on our [website](#). Each year, our report is verified by a third party and reviewed by our Executive Group before we publish it on our website.



## FOR MORE INFORMATION

Please feel free to contact [supportercare@wwf.org.uk](mailto:supportercare@wwf.org.uk)

### References:

- i. [WWF-UK \(2013\) WWF-UK Strategy 2013-2018.](#)
- ii. [Wrap \(December 2014\) Business Resource Efficiency Guide. Green Office: A guide to running a more cost-effective and environmentally sustainable office.](#)
- iii. [Better Building Partnership \(March 2016\) 2015 Real Estate Environmental Benchmarks.](#)

This publication refers to our financial years, which run from 1 July to 30 June. For example, FY19 ends on 30 June 2019.



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