

2018/19

From its foundation in 1996, Forster has sought to generate a net positive impact on society and the planet. Our size and the nature of our services means the biggest difference we make is through our clients.

As a Founding UK B Corporation, we take our own policies and practices extremely seriously and always seek to lead the way as a progressive small business.

---

In addition to our B Corp assessment, we recognise the importance of every organisation addressing the **UK Sustainable Development Goals** and are actively working to increase our contributions towards three specific Goals:

---

**GOOD HEALTH AND WELLBEING**



SDG:  
3

---

**DECENT WORK AND ECONOMIC GROWTH**



SDG:  
8

---

**RESPONSIBLE CONSUMPTION AND PRODUCTION**



SDG:  
12

At Forster, we have always started with ourselves and how we can make a difference, then gone on to share ideas and knowledge with our communities and drive change in partnership with our clients. We're proud of the results we've seen over the last twelve months and have pulled out some highlights below that show what we've done.

But we know there's more to do; our growth means our impacts – both good and bad – will increase and we have publicly recognised the need for an accelerated climate emergency plan.

**We look forward to updating you on our progress.**

WE'RE  
PROUD OF...

### BEING RECOGNISED AS EDIE SUSTAINABILITY CONSULTANCY OF THE YEAR 2019

---

For both the work we do with our clients and walking the talk in our own business. We are also very proud to be named as a Best for the World Honouree by B Corp for the third year.

### PUTTING SUSTAINABILITY AT THE CORE OF OUR OFFICE MOVE

---

Forster HQ moved from London Bridge to Whitechapel in December 2018 and in doing so has substantially reduced carbon emissions. To eliminate waste we donated office supplies, recycled 46 desks, gave away furniture and books, and bought pre-used furniture wherever possible.

### TURNING AMBITION INTO ACTION FOR 55 ORGANISATIONS

---

We worked with multinational businesses, social enterprises, charities, think tanks, Foundations and professional associations, united by a social change agenda.

WE WANT  
TO DO  
BETTER AT...

### REDUCING OUR CARBON EMISSIONS

---

The climate emergency demands that we do more to meet this hugely pressing issue. That's why we've already started making progress on cutting our environmental impact. You can learn more about what we've been up to [here](#).

### MINIMISING THE IMPACT OF OUR INTERNATIONAL TRAVEL

---

We increased our domestic and international travel by 35% from the previous year and although we offset the carbon relating to it, the growth of our international client base means that this challenge is only going to increase. We are working on a new programme in partnership with our clients.

### INCREASING DIVERSITY IN THE INDUSTRY

---

We recognise the importance of reflecting our community within our workforce. PR remains dominated by white, middle-class, university educated professionals and we want to help broaden out the range of people coming into the industry.

# TOP IMPACTS ACROSS OUR THREE FOCUS AREAS

## GOOD HEALTH AND WELLBEING



SDG:  
**3**

We will give people the ability, confidence and access to the products, information and services they need to support their health and live well.

**15%**

rise in employees involved in regular physical activity to 85%

**7 talks**

given about the importance of supporting employee's mental health

**3,551**

women given life-changing treatment through Astellas and the Fistula Foundations' Action on Fistula programme

**33,000**

new volunteers recruited for the NHS with our client Helpforce and the Daily Mail

## DECENT WORK AND ECONOMIC GROWTH



SDG:  
**8**

We will build vibrant and resilient communities through access to fairly paid, good work opportunities for all.

**33%**

increase in employee training, from 34 hours to 44 hours per head

**Hosted**

a work experience student from the Social Mobility Foundation and an intern from the Taylor Bennet Foundation to support access to work

**25,000**

people registered to improve their numeracy skills through National Numeracy Day with KPMG UK and National Numeracy

**Encouraged**

every employer in the UK to provide better mental health support for employees, through the toolkit and report we produced for Business in the Community

## RESPONSIBLE CONSUMPTION AND PRODUCTION



SDG:  
**12**

We will raise awareness of the need to protect and preserve the environment and encourage responsible, sustainable consumption.

**43%**

reduction in our GHG emissions from the previous year

**46**

desks recycled, office supplies donated and furniture and books given to local businesses

**35%**

reduction in paper usage through more agile working via laptops

**35,000 kg**

of textiles diverted from landfill with our client reGAIN