

Climate action at Immediate 2024/2025



Sustainable

IMMEDIATE
a Burda company

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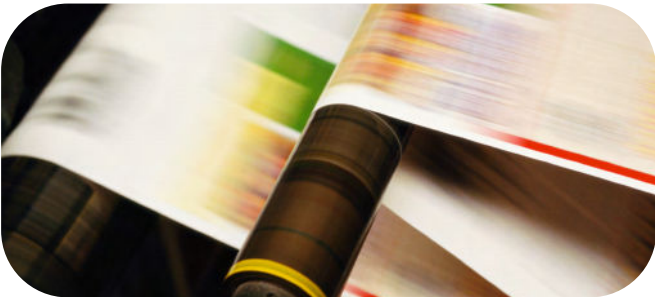
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Key figures

30%
Our emissions reduction target
2022-2030

23%
Emmissions eliminated so far

18,088 tCO_{2e}
Greenhouse gas emissions
(Scopes 1, 2 and 3), down 18%
year on year

101.05 tCO_{2e} / £mn
Emissions intensity (Scopes 1, 2
and 3), down 18% year on year

Our company



An introduction

Sean Cornwell, CEO

In an era of unprecedented environmental challenges, the media has a vital role to play in creating awareness, driving change, and leading by example. At Immediate, sustainability is central to everything we do, from content and advertising to operations and partnerships.

This is our fourth annual Climate Impact Report, part of our ongoing commitment to transparency, sharing our progress, celebrating achievements, and highlighting what's still to be done.

We reset our sustainability strategy in 2022 with a clear mission to reduce our impact on the planet and maximise the power of our brands to support sustainable living. 2024 has been our most transformative year yet. We've embedded a robust climate governance structure across the business, drastically reduced emissions, and reshaped how we tell stories, partner with advertisers, and engage with our audiences. We've strengthened internal systems, developed industry-wide partnerships, and helped shape the PPA Action Net Zero Pathway. And we're proud to be the first magazine

"We're not just reporting on sustainability – we're building it into the fabric of our business and leading by example."

publisher with both short- and long-term net zero targets validated by the SBTi – joining a global cohort of just 7,000 companies.

But our biggest opportunity to make a real difference is in what and how we communicate to our audience. We reach 20 million people a month, and they care about the climate but often feel overwhelmed, are unsure where to start and believe, rightly, that media should lead the way. We take that responsibility very seriously. Our job is to inspire and empower.

Our climate content strategy focuses on solutions. From Make a Metre Matter in Gardeners' World to carbon-footprinted

recipes in Good Food and repair tips in Match of the Day, we're showing that sustainability can be joyful and practical. We've trained our teams in climate literacy, embedded sustainability into editorial processes and use data, AI, and behavioural science to ensure our storytelling drives real-world impact. That same approach extends to advertising. With industry-leading initiatives like IM Clear, we offer partners low-carbon campaigns that meet both performance and purpose.

But we're not standing still. The climate crisis requires urgency, creativity, and continued commitment. This report shows how far we've come – and where we're heading next.



Our sustainability strategy

Our mission is to achieve net-zero, whilst harnessing the power of our brands to inspire sustainable living. We're committed to driving change across four main pillars...

Did you know?

Our target is a 30% reduction by 2030 to reach net zero by 2045.

1. Managing our impact

- Reducing the carbon emissions of our business.
- Improving our data collection processes and accuracy to set clear reduction targets.
- Setting public, science-based net zero targets.

2. Championing sustainable sourcing and reducing waste

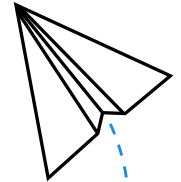
- Encouraging suppliers to align with our sustainability objectives.
- Ensuring that all core materials are ethically and sustainably sourced.
- Working to eliminate plastic packaging.
- Recycling, reusing and redistributing more of our covermount gifts.
- Informing readers about how to dispose of our products responsibly.

3. Driving change beyond our operational boundaries

- Nurturing partnerships across our sector to promote and accelerate climate action and sustainable innovation.
- Participating in industry bodies focused on sustainability.
- Championing industry-led initiatives.
- Sharing learning and best practice.

4. A platform for change

- Leveraging the influence of our brands, platforms and creative storytelling to champion sustainable practices, sparking positive change in the lives of our audiences.
- Training our staff in climate literacy and embedding a culture of sustainability across the business.
- Empowering our staff to make more sustainable choices in their work and home life.



Our values

Our company values support our sustainability ambitions.



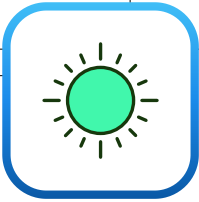
We Succeed Together

We work collaboratively and share knowledge with the wider industry.



We Never Settle

We learn from climate science and improve the way we do business.



We Are Bold

We lead, innovate and inspire our industry and audiences by example.

We Care

We care about our audiences and the wider world, and are working to reduce the impact of our activities.



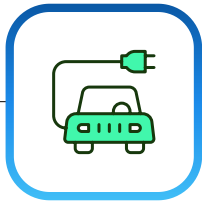
We Get On With It

We move quickly and lead the way on social and environmental impact.



We Enjoy The Ride

We work with a sense of purpose and a commitment to make a better world.



Did you know?

We train all our staff in climate literacy

Our progress



Managing our impact

Tracking and measuring our emissions

WE' WORK WITH leading environmental consultancy Simply Sustainable to measure and track our emissions.

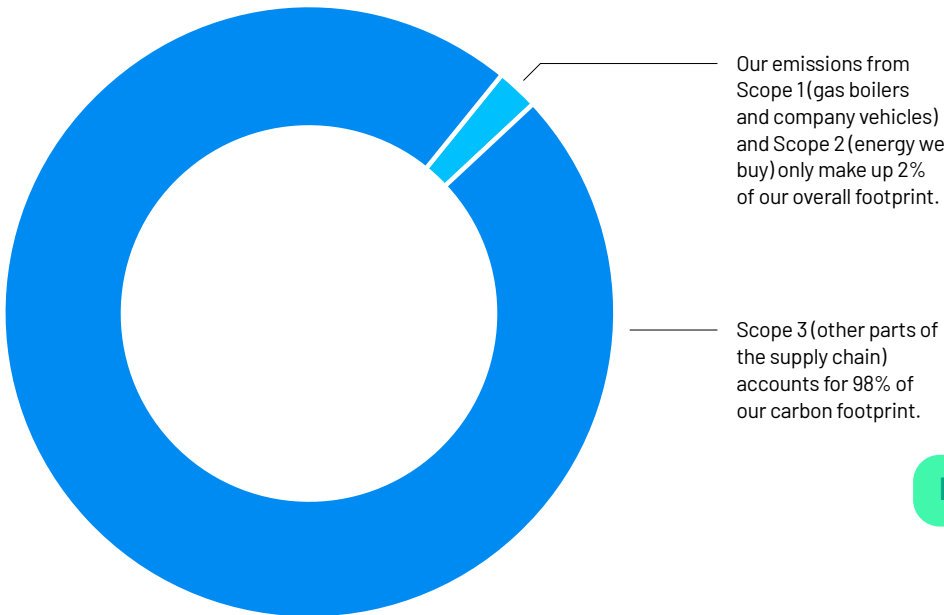
Every year, our reporting improves to provide a more accurate understanding of our impacts and how to address them. Our carbon reporting includes Immediate's London, Bristol, Nottingham and Manchester offices and is based on research and data from across our entire supply chain.

We follow the GHG Protocol and the Department for Environment, Food and Rural Affairs (DEFRA) carbon calculations. Our audit measures a range of greenhouse gases but is reported in tCO2e (tonnes of carbon dioxide equivalent).

This report provides an overview of our emissions. Our full carbon footprint report can be seen [here](#).

Our carbon scope

Scopes form the basis for greenhouse gas reporting globally by categorising the different kinds of carbon emissions a company creates, both directly and through the supply chain.



How have we improved our reporting?

- Strengthened and widened our carbon data collection to include more of our Scope 3 emissions.
- Worked with our suppliers to gather more accurate data and have used fewer assumptions.
- Developed a reporting process for accountability and delivery, and continue to report via our website and annual report.
- Continue to use industry-specific carbon calculators to measure areas of our business.

Did you know?

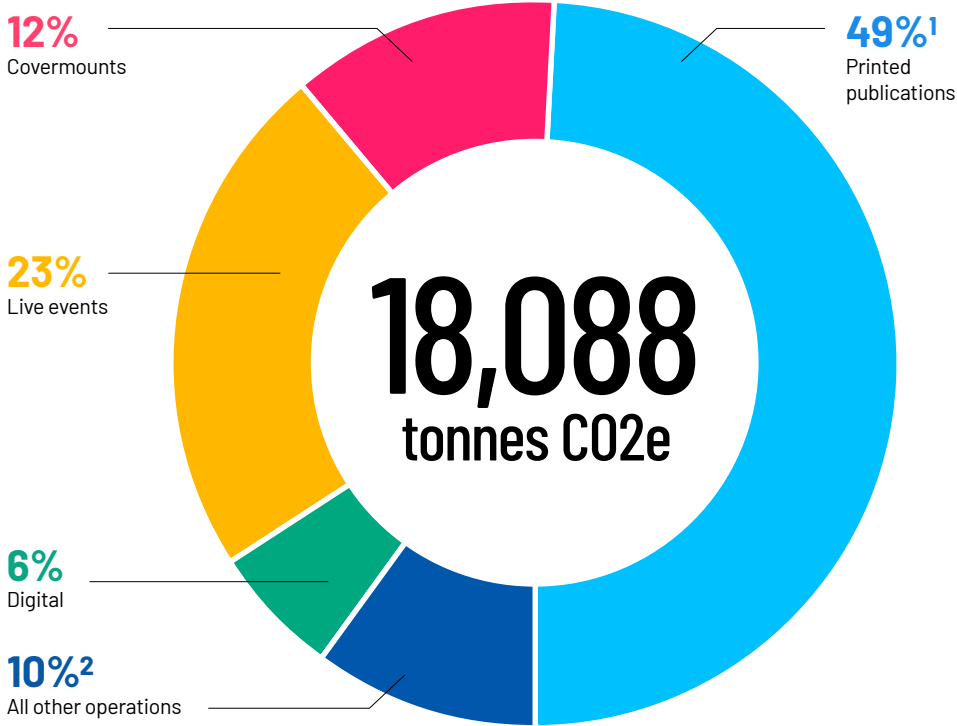
All our offices are powered by 100% renewable electricity

Where our greenhouse gas emissions come from

Our emissions reduced by 18%

Our print business remains the biggest source of emissions but has fallen as a proportion of total emissions from x% in 2019 to 49% in 2024.

¹Printed publications = print, paper, T&D and end-of-life.
²All other operations = Scope 1, Scope 2, fuel- and energy- activities, business travel, waste, office materials, employee commuting.



2023

2024

4
offices

4
offices

23
events

18
events

722
people

706
FTEs

48m
magazines

41m
magazines

1.9b
page views
per year

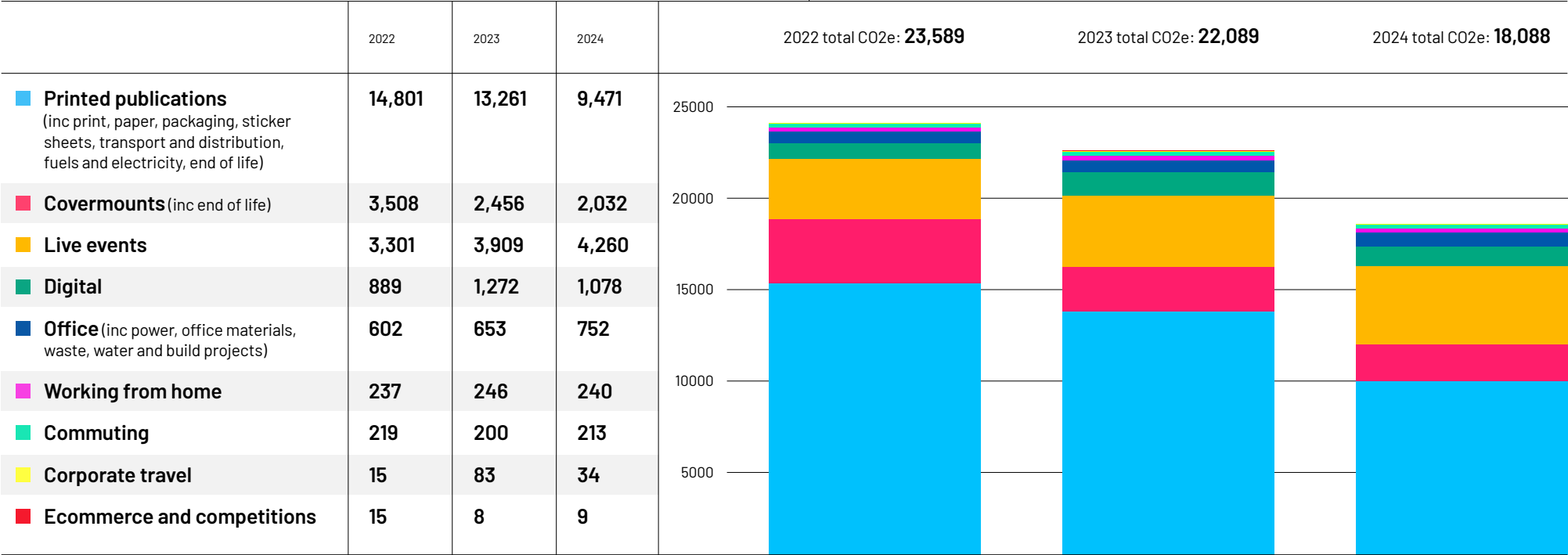
1.9b
page views
per year

9.7b
ad impressions
per year

1.37b
ad impressions
per year

Greenhouse gas emissions over time

Greenhouse gas (GHG) emissions have now fallen by 24% since our 2022 base year. Emissions from our print business – the largest category – have reduced by nearly 36% over that period.



For information on previous years, read our [2021](#), [2022](#) and [2023](#) reports.

All figures shown are measured in CO2e (carbon dioxide equivalent).

Key factors affecting our emissions

49%
Print products

41 million magazines
9,471 tonnes CO2e

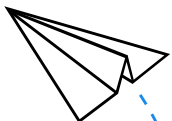
23%
Live events

18 events
4,280 tonnes CO2e

In 2023/24, our annual emissions fell by 18% year-on-year to 18,088 tCO2e.

The biggest changes that drove this decrease were:

- Paper production and printing contribute significantly to our carbon footprint. We measure the emissions related to paper production, the energy and inks used in printing, and the transport used to get raw materials from paper mills to printers, magazines to distributors and then on to retailers.
- In 2024, we had an 11% lower print run so used less paper, resulting in lower emissions from manufacturing, printing and distribution.
- As a result, print intensity emissions fell by 27% and average emissions intensity per copy fell by 15%.
- Additional savings came from ienergy efficiencies at our printers, and the use of lower carbon paper.
- Average emissions per tonne of paper purchased fell by 30% as our paper suppliers made significant improvements to their emissions through the procurement of more renewable electricity.
- A significant change came from end-of-life emissions, which fell by 93% driven by updates in DESNZ's emissions factors.
- Improved data management saw increases in some areas, like event build, reflecting better visibility rather than an actual activity increase.
- Emissions associated with live events increased by 8%. Using an intensity metric of kilogrammes per event attendee we saw an increase of 16% of CO2e. Visitor transport accounts for 17% of total emissions.
- The increase in emissions can be attributed to widening our boundaries to include air travel for talent.
- Although there were less event attendees, the distance travelled to get to our events increased.



12%
Covermounts

2,032 tonnes CO2e

- We measure the raw materials used to produce our covermount gifts, and the transportation from the manufacturer to the finishing house, which attaches the gifts to our magazines.
- Emissions fell in 2024 by 17% shaped by shifts in material sourcing with a clear trend towards lower-impact alternatives and more efficient use of high-emission materials. Procurement volumes were also reduced to match reduced print volumes.
- Plastic (virgin and recycled) accounted for 41% of total emissions. The use of virgin plastic fell by 21%, while the quantity of recycled plastic increased by 31%.
- 21% of covermount weight was cardboard, crafted from recycled materials, which is less carbon intensive.
- Textiles accounted for 4% of covermounts by weight and 20% of total emissions.
- We reused 2 million toys from unsold magazines, which reduced associated emissions by 3%.

6%
Digital

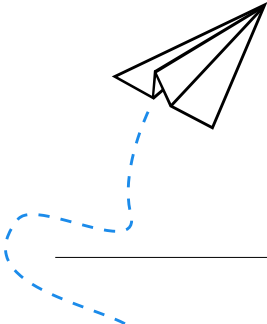
1.9 billion page views, 1.3 billion sessions
1,078 tonnes CO2e

- Our digital products include websites, podcasts, digital advertising and Nutraceck.
- Digital emissions stem from electricity consumption including origin data centres, third party servers, internet networks, shared access networks, customer premises networks and end-user devices.
- Overall digital emissions were down by 15%, but it's a mixed story. Website emissions saw a decrease while digital advertising, podcasts and Nutraceck all saw an increase.
- Digital ads saw an increase of 14%, driven by a 10% impressions increase alongside a temporary spike in emissions caused by partner testing, from which we will see the benefits in 2025.
- A 31% decrease in website emissions came from a reduction in traffic and to a transition to a new operating system that gave us improved user activity and a more realistic emissions breakdown.
- Emissions per page view were 0.44g CO2e, 12% less than the average web page (Website Carbon Calculator, 2023). Overall, Immediate's digital emissions are around 40% lower than competitors.
- Increased traffic saw podcast emissions increase by 30% and Nutraceck by 20%. As the infrastructure that delivers these services are cloud-hosted, and the servers use renewable energy, the rise reflects higher engagement rather than platform inefficiency.

3%
Where we work

4 offices, 706 people
752 tonnes CO2e

- Our offices are powered by 100% renewable electricity backed by REGO certificates (Renewable Energy Guarantees of Origin).
- Shutting down four of our five floors in the London office on Fridays, has seen Scope 1 gas emissions decrease by 16% and Scope 2 electricity consumption decrease by 9%.
- We have included the emissions associated with the build of The Good Food Kitchen in office materials which amounted to 200 tonnes.



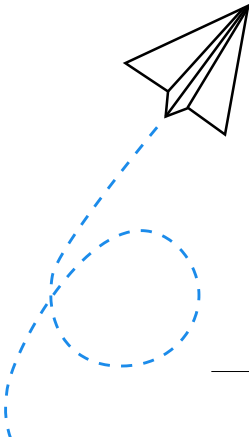
Steps we're taking to reduce our emissions by 30% by 2030

While we've made progress in reducing our emissions, we know there's more to be done to reach our 2045 net zero target.

We anticipate two key developments will significantly contribute to lowering our emissions.

First, our long-term business direction supports our decarbonisation goals: while our print operations currently produce the bulk of our emissions, this impact will diminish as our audience increasingly shift to digital formats.

Secondly, the global transition toward renewable energy will gradually improve the emissions profile of our supply chain and the electricity used to power our digital platforms. However, to mitigate any risk in shortfall in external progress, we must focus on the proactive steps we take within our own operations by reducing the emissions we directly control.



Print products

- We continue to make informed choices about the types of paper we use. We've worked hard to understand the carbon impact of our paper, while taking into account quality and wider environmental impact when purchasing.
- The the majority of our paper is sourced in the UK, keeping transport emissions to a minimum.
- Emissions are also impacted by the distance that the magazines need to travel to wholesalers and mail distribution points, so we consolidate our suppliers to reduce distances travelled.
- We work with our paper and print suppliers to support and encourage their sustainability goals, ensuring that they align to ours. We regularly review their plans to reduce emissions.
- We are continuing to grow our print subscriptions which gives us more certainty over the number of copies we print and distribute.
- Biodiversity is important to us, so we engage with our major paper suppliers to understand the steps they are taking to protect nature.

Live events

- We're members of isla whose mission is to accelerate the event industry's transition to a sustainable future. Senior event staff have received isla sustainable event training.
- We use isla's TRACE calculator to forecast emissions in real time and implement changes before emissions occur.
- We partner with Ecologi to offer visitors the option to offset their journey to our events. To date we have planted 36,834 trees. More details can be found [here](#).
- Audience travel is bay far our highest impact. We'll amplify advice we give to our visitors to encourage them to use cars less and promote attending by public transport.
- We'll look to introduce initiatives like the trial we ran with I Came by Train which offered train ticket discounts on Good Food Winter Show and reduced travel emissions by 5%.

Covermounts

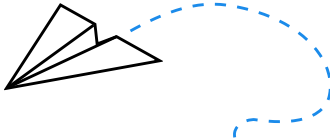
- We will focus on 4 main areas to reduce emissions associated with our covermounts.
- Sustainable Design & Material Reduction: We'll continue to develop durable, educational gifts while cutting plastic use by reducing volume, eliminating glitter, polystyrene, PVC, and foil bags, and using fewer plastic types for better recyclability.
 - Use of Recycled Materials: We'll continue to increase the use of recycled plastics in gifts and will only use polybags if gifts are recycled and reused.
 - Industry Collaboration: We'll continue to work with publishers, retailers, and distributors through the Children's Magazine Forum to establish industry-wide sustainability targets and phase out certain materials and packaging types.
 - Enhanced Recyclability & Reuse: We'll continue to ensure that most packaging is kerbside recyclable and to add child-friendly recycling labels. We'll also continue to reuse over as many gifts as possible and to sell retained items through secondary markets.

Digital

- We're improving our understanding of emissions from web and cloud hosting and from audiences accessing our digital content.
- We've moved 80% of our servers to AWS in Ireland which runs on renewable energy.
- We conducted an audit of our websites to identify hotspots and opportunities to reduce emissions.
- We are improving our caching strategy.
- Sustainability is now added as a criteria for our internal roadmap development.
- We'll work to shorten user journeys and improve performance through server optimisation and secondary loading.
- We're constantly working to reduce page weights on our websites by replacing video embeds with thumbnails, reducing image sizes and limiting the use of custom fonts.
- We've decommissioned old features and conduct code clean up sprints.
- We educate our editorial teams about the changes they can make when uploading content to our platforms.

Our offices

- We continue to power our offices with renewable electricity. We're updating all our lighting with energy efficient LED lighting which are also fitted with light sensors to prevent unnecessary energy consumption, and we have instant hot water taps in all our kitchens.
- We'll continue to look for energy saving initiatives, like shutting down parts of the building when it is not at capacity.
- Our in-house caterers always provide meat-free options and choose sustainable suppliers.
- 25% of parking spaces have EV charging points, and our London office garden has been designed to maximise and encourage biodiversity.
- Our Bristol offices are partly powered by solar panels.
- We have a 'zero to landfill' policy.



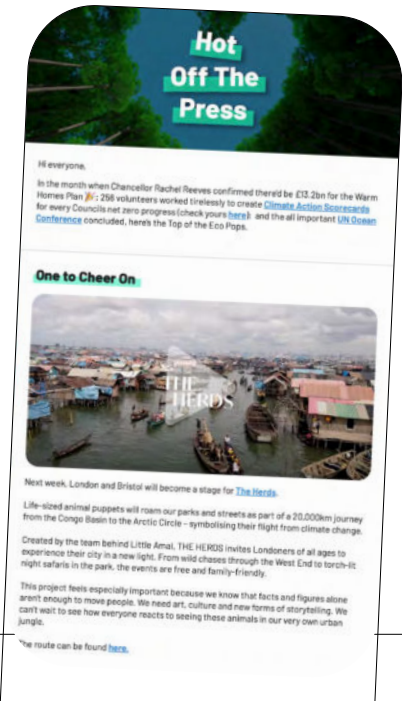
Engaging our people

Our people are our superpower when it comes to meeting our sustainability goals and aspirations. We cannot do it without them. So we equip them with knowledge and inspiration to incorporate sustainability into both their home lives and their work.

We have two Changemaker Groups, one focused on emissions reductions and the other on our content opportunity, who plan and execute our sustainability strategy.

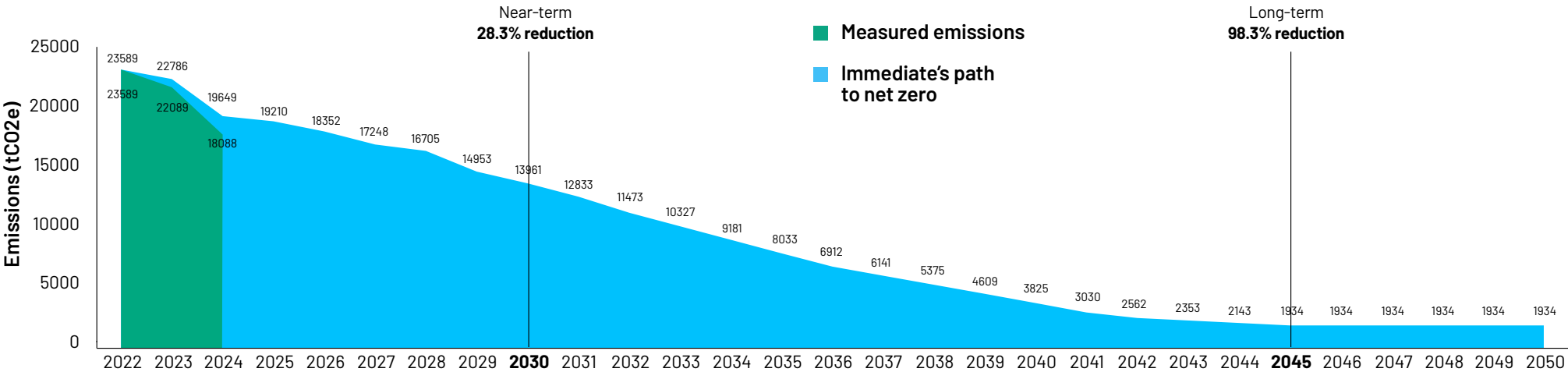
This is underpinned by a system at governance from with senior leadership accountability and throughout the company. We believe that every job is a climate job.

- We offer regular climate literacy training to empower our people to make informed decisions both at work and at home.
- We run a programme of Sustainability themed Lunch and Learns.
- We offer ethical pensions, cycle and EV purchasing schemes, bike storage, showers and changing rooms to encourage more cycling to work.
- We host an annual all-company Climate Action Day bringing all our people together from across the business to learn, reflect and take action on sustainability.
- We publish a monthly newsletter, Hot Off the Press, that highlights new products to check out, what to watch, and opportunities to join in with climate action.



Our net zero emissions reduction target

We have a verified SBTi target, to reduce 30% of emissions by 2030 to reach Net Zero by 2045. We're currently tracking 8% ahead of our target.



OUR PATH TO net zero will be achieved by implementing a comprehensive sustainability strategy that reflects the shift from print to digital operations, and strategic alignment with key supply chain net zero targets. Leveraging milestones,

such as grid decarbonization and advancements in the transport sector, we're committed to a sustainable future. This is an iterative process and we're working on defining KPIs across the business.



Immediate has updated its net zero target base year due to a substantial change in EBITDA between 2021 and 2022. We've re-baselined the SBTi top-down modelling to use 2022 as a baseline. This has not changed our target year, or the reductions targeted within our 30 by 30 or our carbon budget.

*CO2e per printed publication

Sustainable sourcing and reducing waste



We care about those who supply us, and reducing waste is one of our core strategic aims

WE WORK CLOSELY with specialist ethical consultants globally to build long-term relationships with suppliers, and to ensure they comply with our ethical, sustainable and auditing requirements. We meet regularly with all our major suppliers to encourage and equip them to take ownership of improving standards within their workplaces. More details on our ethical policy can be found [here](#).

We're also striving to reduce the amount of plastic we use and to improve our labelling to help our audiences understand how to recycle more of our products. We've introduced initiatives to reuse and recycle covermount gifts and no longer use any materials that can't be recycled.

*To FSC® and PEFC® standards

Did you know?

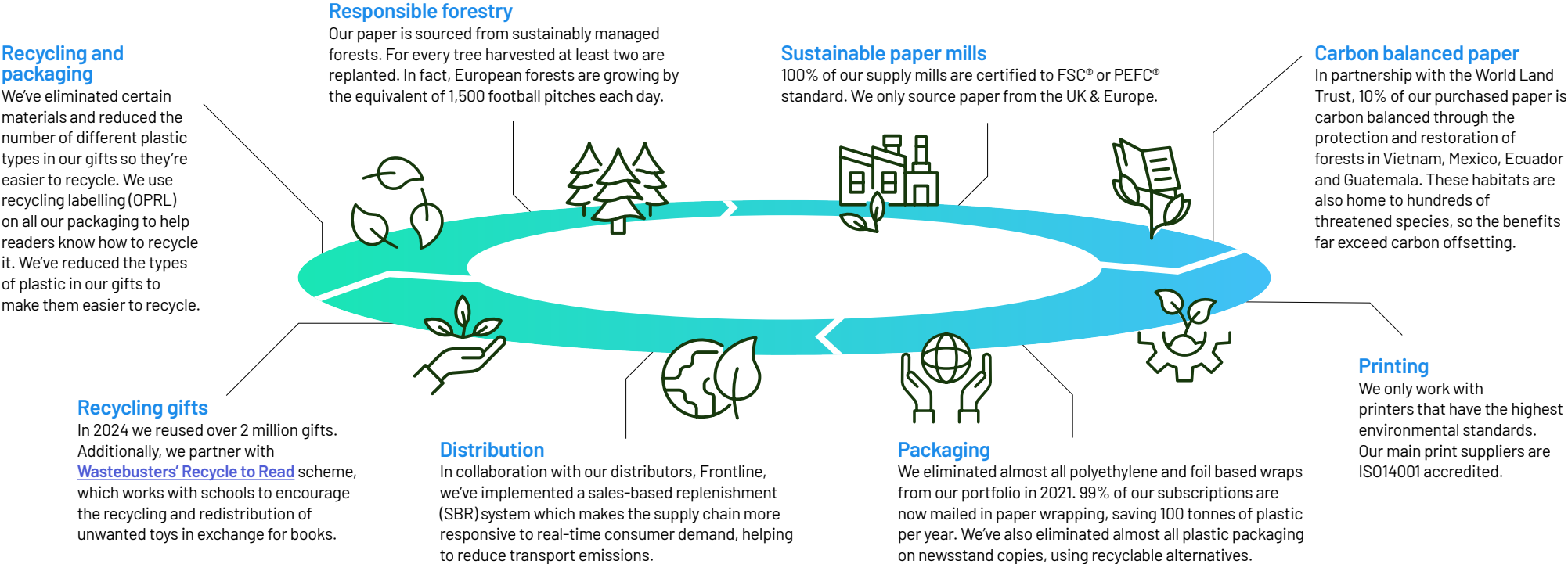
100% of our paper is sustainably sourced*



The circular journey of our magazines

Did you know?

We reused over 2 million gifts in 2024



Driving change beyond our operational boundaries



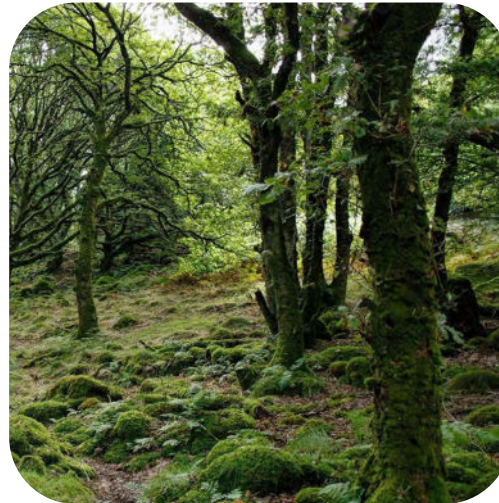
Supporting the UK's 30x30 Biodiversity Target

The work doesn't stop with us. While our top priority is reducing our environmental impact, we recognise that we can never eliminate it entirely. That's why we focus on reducing the emissions within our direct control as much as possible, while also championing nature-based solutions that help restore and protect ecosystems.

Halting and reversing the destruction of nature is just as critical as addressing climate change in safeguarding the future of our planet. The UK is one of the most nature-depleted countries in the world. Urgent action is needed. So we are proud to support the UK Government's 30x30 target which aims to protect 30% of land and sea by 2030 to help reverse nature loss and restore biodiversity.

Restoring and protecting nature is vital for tackling both the climate and ecological crises, as healthy ecosystems absorb carbon and provide essential services like clean water and food security. 30x30 also supports UN global commitments that create long-term benefits for people, wildlife, and the planet.

The projects we support include protecting ancient forests, peatland restoration and wetland creation as well as more innovative solutions like biochar and enhanced rock weathering. Each plays a vital part in reversing nature loss and building a more resilient planet, ensuring that more of the world's natural spaces are protected, valued, and thriving.



We drive change through collaboration

BECOMING A GENUINELY SUSTAINABLE BUSINESS is not something we can do on our own. We work with the wider media industry, our clients, partners and suppliers to collaborate and share knowledge to achieve meaningful change. Immediate plays an active role in many sustainability related initiatives.

We also recognise that our suppliers and partners play an ever more critical role in the operations of our business and the reduction of our emissions. We assess our suppliers’ environmental maturity and work with them to help achieve our collective sustainability goals by sharing knowledge and learnings.

Trade bodies

- PPA Net Zero Group
- AOP ESG Group
- IAB Sustainability Group
- Love Paper

Children’s magazines

- Wastebuster’s Recycle to Read scheme
- Media Start
- Childrens’ Magazine Forum

Community

- Hammersmith & Fulham Climate Alliance

Events

- Association of Event Organisers Sustainability Group
- We are isla

Advertising

- Ad Net Zero
- Ad Green
- Purpose Disruptors

Video

- Albert



A platform for change



Our climate content pledge

We're committed to integrating climate and nature positive content seamlessly across our platforms.

IMMEDIATE USES ITS HUGE REACH and exceptional talent to create relatable, entertaining and inspiring content. We want to help our audiences understand the need for climate action, how it's relevant to all our lives and how we can all be part of the solution.

We aim to bring attention to critical issues, normalise sustainable choices and share uplifting narratives of positive change. We're committed to integrating climate and nature positive content seamlessly across our platforms and brands, reaching audiences of all backgrounds to inspire collective action.

Our hugely loved and respected media brands, engage globally with 20 million people per month. We've a unique opportunity to showcase climate action and empower our audiences. We're committed to helping drive understanding and change through the content we produce.

We take this responsibility very seriously. To bring this vision to life, we've created a Content Changemakers Team with representatives from across our brands, to create inspiration, guidance and support for the wider creative teams.





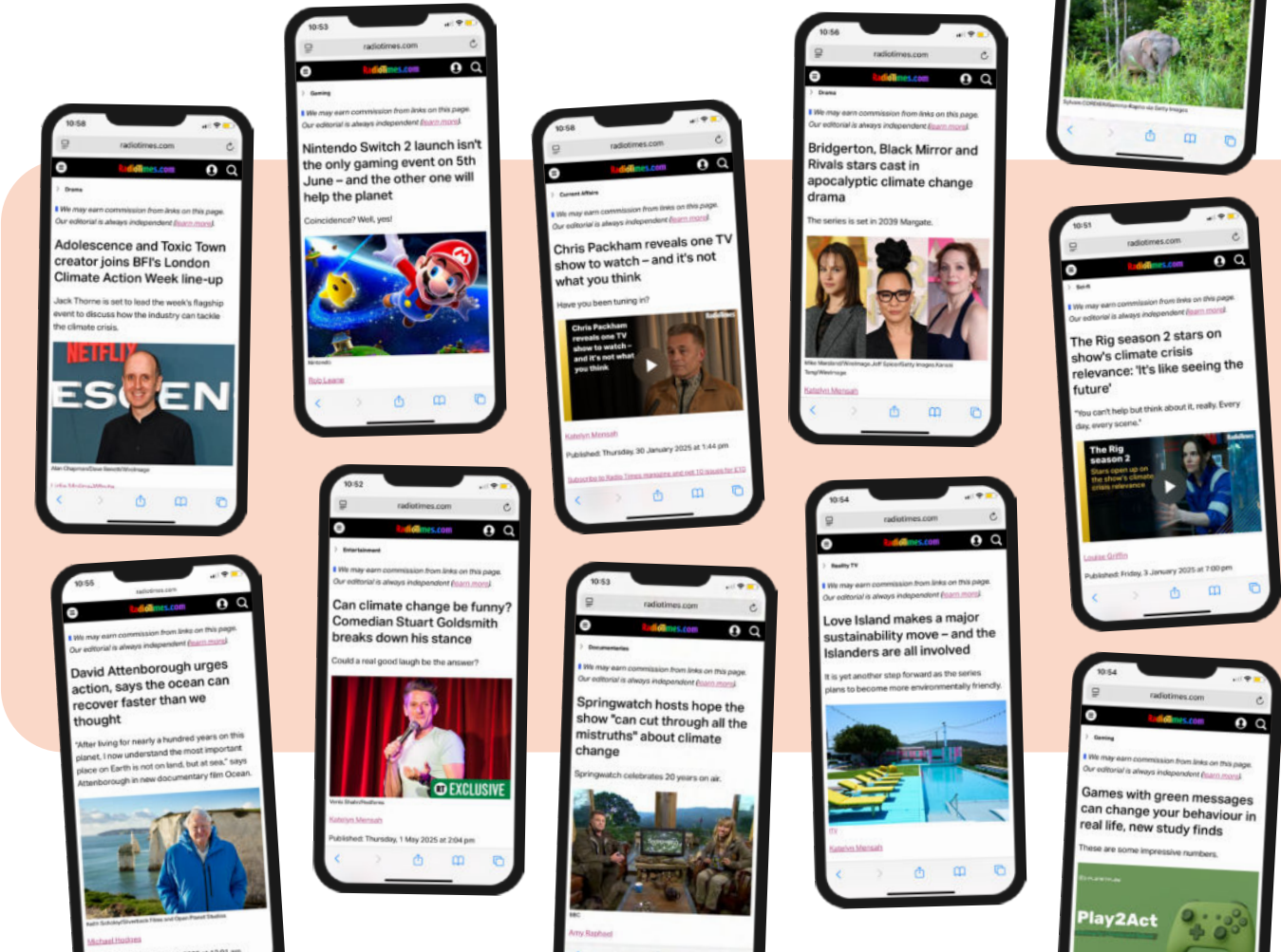
“We know that over 80% of people worldwide want to live more sustainable lives; so as a brand that has a direct impact on how people cook, eat and enjoy food and drink, we’re committed to giving our audience the tools they need to achieve this. Through our print, digital and social platforms we guide, advise and teach people to make achievable changes in their behaviour, by both showing and telling them what we do. We embed sustainable eating habits and cooking tips into our recipes and meal plans, account for leftovers and suggest low-power cooking methods, as well as giving shopping advice. Living sustainably doesn’t just happen in our homes so we publish guidance on what to think about before making choices about where to eat out, how to travel with a lighter footprint, and even how to choose a planet friendlier drink.

Much of what we publish through guides, recipe collections, social videos and on our app is practical, and we aim to make this as easy as possible to implement through changing the way we think about and write recipes, adding tips directly into voice overs on videos. We put the most planet friendly option first where ever possible. We also add a dose of inspiration and awareness. 60% of people don’t know how anyone else is engaging with sustainability so we feature lived experience and stories from ordinary people who are ‘climate heroes’ while debunking myths and explaining buzz words.”

Lulu Grimes
Managing Editor
Food Group



RadioTimes



"EVERYONE AT RADIO TIMES recognises the profound impact that media can have reaching and informing audiences on the importance of green issues. We are committed to, whenever possible, creating content that will help everyone understand and inspire them to make greener choices. And hopefully help them navigate the path to a net zero goal in their lives and businesses. And whenever possible we shine a spotlight on inspirational TV, film and radio climate heroes.

Wherever we can, we also offer our readers inspiration as well as practical solutions and if necessary, busting some of the myths around what we all can do, through our viewpoint column and regular features on money, gardening, and travel.

We are especially proud of our first ever Earth Day edition that was guest edited by the legendary Chris Packham. In this bumper environmental edition, Chris highlighted issues close to his heart. He met with former punk singer Fergel Sharkey, who is making a big noise about the state of our rivers, and he shone a light on three young climate campaigners – including one from XR who as I write looks like she will be to going to jail for her ideals. It was also jam packed full of ideas to live more sustainably, like making simple changes to your diet and switching to green banking that can make a big difference.

By highlighting TV, films and individuals that champion environmental awareness, we hope to motivate readers towards a greener future."

Shem Law
Editor, Radio Times

“OUR PRESCHOOL AND PRETEEN PUBLICATIONS ENGAGE YOUNG AUDIENCES with captivating features that promote sustainability.

Through educational and entertaining content, we foster awareness of nature, encourage creative reuse of materials in crafting activities, set meaningful challenges and collaborate with presenters and footballers to amplify our message. Sustainability advocacy stands as a cornerstone of our editorial philosophy.”

We partner with The Good Play Guide who audit our gift developmental value alignment. We always draw a connection between the covermount and the editorial to get across the value – these aren't one-use, disposable gifts we're producing.

Supported Wastebusters and Recycle to Read schemes, and pledged to boost communication around sustainability efforts. At Girl Talk we regularly encourage fashionable upcycling with easy to follow examples.

Richard Clare
Group Editor, Youth & Children's

Match of the Day

To tie in with Green Football Weekend, MOTD ran a spread and produced a double-sided giant poster that promoted sustainability. The team also linked up with Green Football weekend to deliver 1,000 copies of this issue into classrooms and grassroots clubs around the country.



Our regular craft features where readers create their own accessories instead of buying them, and run features that normalise and make second-hand clothes cool in the eyes of our young readers.



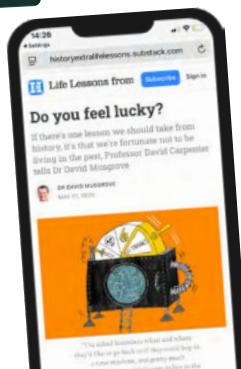
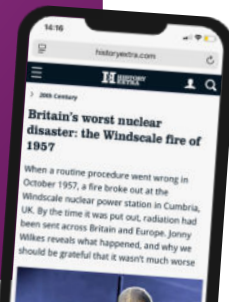
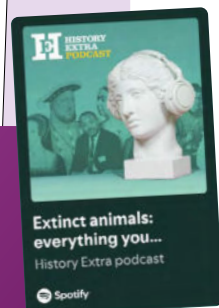
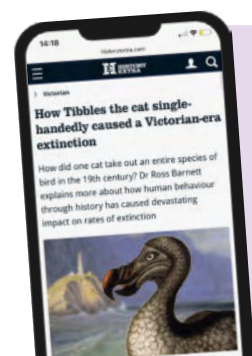
CBeebies Magazine

We actively encourage littles ones to recycle through content like the CBeebie Recycle Chat. We teach kids about nature and where food comes from with features such as a 'Growing' which explains what an allotment is and does.



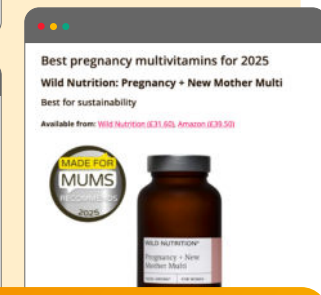
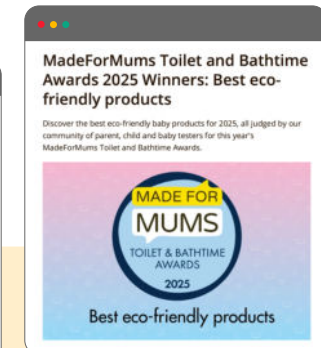
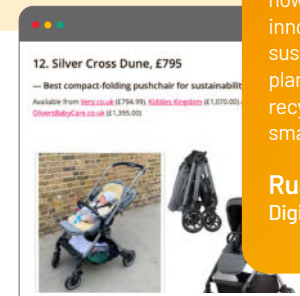
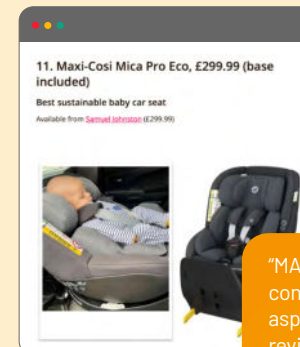
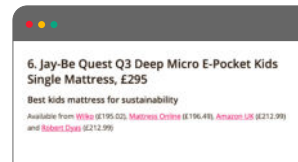
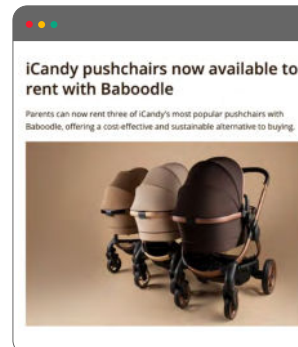
We regularly show readers how to re-use everyday items to create something new. For example, 'Turtle Targets' in MEGA magazine and 'Jet Pack' in CBeebies Specials.





"IN THE HISTORY PORTFOLIO, we're working on ways to embed climate-based information within our content. That can be overtly, when we talk to historians who are researching the history of the impact of climate change in the past, as in the interview with Peter Frankopan, or more subtly, when we talk to historians who are investigating sustainable living in history for instance, or thinking about how medieval people were encouraged to enjoy taking exercise in the natural world. There are a lot of opportunities for us to focus on how climate has impacted on human history, and in future we'll aim to bring in more stories that help people to reflect on where we are now through the prism of the past."

Dave Musgrove
Content Director, BBC History Magazine



Ruairidh Pritchard
Digital Growth Lead, Made for Mums

Sustainability is integrated into our advertising

Trust is central to our DNA. Just as our audiences trust our content and platforms, our partners trust us to deliver successful ad campaigns with integrity and responsibly.

We recognize that advertising can also play a positive role in helping shift society towards a low carbon economy. Our in-house agency Imagine produces brilliant, creative work that introduces audiences to more sustainable audiences.

We also wanted to incentivise and support brands doing the right thing so launched an inaugural IM Clear competition offering a £200k worth of digital ad space prize.

Alongside this we offer special discounts to Change Brands and B Corps making it easier for them to promote their brilliant products.

We're proud of all the work we have done in advertising and were honoured to have won the 2024 Ad Net Zero Award for Best Practice from a media owner.



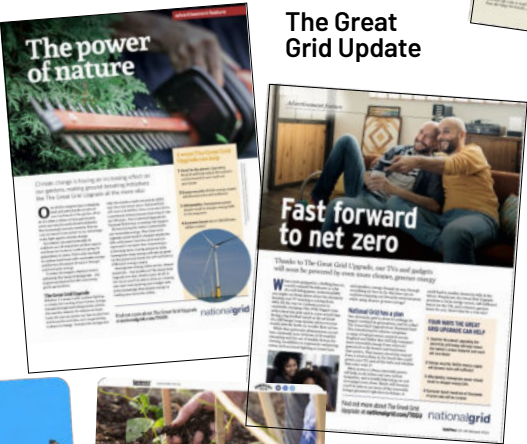
Get a smart meter



Waste one less thing



The Great Grid Update



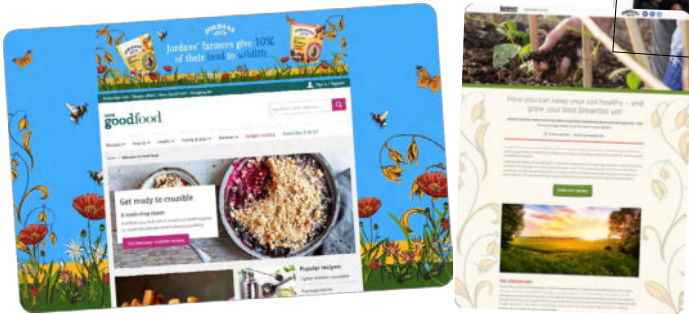
Driving greener



Plant Chef campaign



Bursting with nature





Powered by GoodIQ ESG Media Index

Providing holistic measurement against a broad range of ESG metrics.

ESG Media Index (Out of 100)

We have also developed IMClear to make our brand customers' campaigns as sustainable as possible. Every ad format, every impression, and every touchpoint in a campaign is optimised to reduce emissions without compromising impact.

And using GoodIQ data, we ensure our customer's message reaches the right audience in a way that supports their sustainability commitments. Our reporting provides an end-to-end ESG media score, so brands can see, measure, and prove their sustainability impact.



Content
AI technology analyses site content for alignment to ESG metrics.

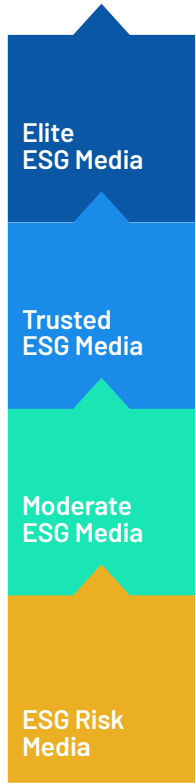


Consumption
Our tools analyse a range of metrics related to energy consumption, waste, and ad efficiency.



Corporate
Corporate ESG data measures whether a company operates in a responsible manner.

GoodIQ
Algorithm



Thank you

Together, with our team and our supply chain, we're proud of what we've achieved so far, and we're even more excited about the journey ahead. Thank you to everyone who has helped us along the way.

If you have any questions about this report please contact michelle.whitehead@immediate.co.uk.