



Manifesto for Sustainability

MRS Climate Pledge

Human-driven climate change is a problem which can no longer be ignored. We acknowledge that our businesses, and the insight sector in general, have a key role to play in the transformations needed to create a sustainable future.

Our organisation commits to the four MRS pillars of Climate Action as an annual framework to move towards net zero as soon as we reasonably can.



THE FOUR MRS CLIMATE PILLARS

1 TRACKING

CLIMATE ACTIONS

Calculate carbon emissions each year and make improvements in data collection and calculation processes, to support greater data quality in the long-term.

Understanding our current emissions and energy use is necessary to ensure targets are achievable, and progress can be measured. At first, tracking will inevitably involve data quality compromises such as simple spend-based estimates, but we will work to improve accuracy over time.

2 REDUCTION

CLIMATE ACTIONS

Make tangible changes each year that should result in year-on-year reductions (per staff member) - in emissions (measured in tCO₂) and energy use.

We will identify and implement tangible changes to support a year-on-year reduction of our emissions (per employee) and energy use. We will look to focus on the four key areas identified by MRS where organisations in our industry can make the most impact*. We will also continue to look beyond these areas to expand our reduction efforts.

*outlined overleaf

3 TRANSPARENCY

CLIMATE ACTIONS

Complete the MRS' Annual Climate Pledge Tracking Survey, disclose an annual carbon footprint and a summary of reduction actions for our organisation.

We are all in this together, and transparency about our climate impact, actions, challenges and opportunities will help the entire industry make progress toward our shared goals.

4 COLLABORATION

CLIMATE ACTIONS

Support conversations and call outs by staff, partners and clients about environmental concerns and viewpoints e.g. participate in sector discussions of progress; and actively educate employees; create an in-house committee to ensure climate impact is included in methodological decisions.

Collaborating across our sector and beyond encourages us to share learnings and best practice to achieve the pledge, and is a reflection of the shared responsibility between all participants in our industry to reduce our collective climate impact.



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CLIMATE ACTION ROUTE

Changes most likely to result in significant emissions reduction

There are four key areas in which we, as an industry, should aim to reduce emissions. These have been identified as the areas where organisations like ours can make the most impact. As such, the MRS' Annual Pledge Tracking Survey will ask about changes made in these areas, although reduction actions do not need to be limited to only these four areas:

- A. Office costs (notably gas and electricity)
- B. Business travel
- C. Staff commuting
- D. Computing/data centres

The changes below are recommended as initial steps to produce reductions in these four areas of focus. We understand that these changes may not be relevant or achievable for each signatory, and these should be treated as suggestions, not requirements.

CLIMATE ACTION LIST

It is recommended that Climate Pledge signees take the following actions:

1. Move to renewable electricity supplier(s) and aim to reduce energy use overall, in order to place less demand on the system.
2. Reduce and/or replace the use of gas heating.
3. Improve energy efficiency of offices and/or facilities. Actions may include installing dimmers and motion sensors to reduce light usage, LED bulbs, implementing seasonal air conditioning and heating schedules, installing insulation, improving air circulation, etc.
4. Improve waste management by increasing the percentage of waste that is recycled and reducing the volume of 'black bag' waste/refuse.
5. Offer employee pensions that are in funds with net zero targets ([MakeMyMoneyMatter](#) or similar services can help identify suitable pensions).
6. Reduce business travel emissions per member of staff (either a percentage reduction in tCO₂e or a reduction in distance traveled). Actions may include restricting business travel to specific pre-approved purposes, implementing a carbon budget for business travel, requiring economy class instead of business class for flights, requiring train for domestic travel where possible, etc.
7. Encourage a reduction in emissions from staff commuting. Actions may include subsidising public transit, implementing a Cycle to Work scheme, establishing secure bicycle storage, move company vehicle fleet to EVs etc.
8. Switch to net zero data storage or work with existing data centres to ensure they are taking appropriate reduction steps in line with a science-based net zero target.
9. Begin communicating with clients about emissions produced as a result of specific projects or methodologies (e.g. showing business travel emissions or other major emissions contributions, comparing impact of different method choices, etc.).
10. Engage with suppliers to understand their net zero commitments and encourage their targets to align with your own.

Please note: recommended changes are outlined in the Action list, with the understanding that certain areas of focus may be more relevant to specific signatories, also that any changes not on the suggested list that still produce a reduction are equally supported by this pledge.