

MRS Net Zero Pledge

FAQs



What is the NetZero Pledge?

MRS are inviting MRS Accredited Company Partners to sign up to Net Zero Pledge, committing to make your business (and the sector) net zero by 2026.

When is it happening?

The pledge launches on World Environment Day, 5 June 2021. We are looking for founder members to kick start movement and have their company logo on comms around the launch. We want to find the 'Sustainability 100'; the first 100 agencies to sign up and help us reach a critical mass.

Why is this important?

Keeping within the safe space for humanity requires an enormous collective effort to reach net zero emissions by 2050. More than half of these cuts must happen by 2030 to make this possible. Luckily for us, the market research industry is one of the simplest sectors to decarbonize.

What would I need to do?

Signing up to the pledge means committing to measure your emissions, reduce them, and offset what you cannot reduce. You will champion sustainability within your business, educating employees about sustainability, and supporting conversations about environmental concern within the company.

How can I do this?

MRS will be providing a calculator to measure your emissions, guidance on how to reduce emissions, and educational materials around sustainability. We suggest measuring 2019 and then using this as a baseline against which to reduce future emissions. It is easy to work out emissions based on data you already have such as energy bills and receipts. The exact list of metrics within the calculator is being finalised but it will likely include: office energy consumption, water use, flights taken, miles driven on company business, spend on web hosting services, spend on certain categories e.g. office equipment. You already have all of this data, it's just a case of collating it, then coming up with a plan of action to make reductions.

How long will this take me?

It depends entirely on the size of your business and record-keeping but most estimates are about a week to pull your baseline data. This can be reduced in future years as you know what to keep track of.

Who do I need to involve?

You will need someone keen to collate everything and project manage the process, someone senior to champion the cause and make sure it happens, someone from accounts/finance to provide any spend-related data, and an office manager who can pull information on things like commuting, power, and water.

How much will it cost me?

It entirely depends on your organisation but £25-£100 per employee per year is an estimate for spend on offsets. The lower your emissions, the less you need to offset! Please note that offsetting is a murky business; the MRS will provide a list of recommended offset providers.

What are the benefits for my business?

1. Improve your long-term business prospects by avoiding irreversible damage to the economy, environment and society
2. Get ahead by demonstrating your commitment to sustainability, increasingly an upstream screening criteria for clients/procurement (most brands will have announced a net zero commitment many years back – we are the laggards)
3. Increase employee engagement and retention (people like working for companies that do good)
4. Use the MRS Net Zero Pledge badge in your communications to let your clients and panellists know what you're about

Is there anything else I can do?

As well as signing up to the pledge and reducing emissions, we are looking for 2 influencers per company type who would like to share their journey; one vanguard agency who have already been measuring and reducing, another who are just starting, who would like to share their progress with the wider industry. As well as signing up to the pledge and reducing emissions, this would mean you would...

1. Be interviewed by MRS about your progress
2. Appear on MRS Sustainability webinars, forums or other marketing activities
3. Act as a spokesperson for your cohort by reaching out to companies in your space
4. Act as an advisor to companies in your cohort who may want to speak to someone going through a similar journey to them

... plus this will be great publicity for your business!