



MRS NET ZERO PLEDGE A MANIFESTO FOR SUSTAINABILITY

We believe that human driven climate change is now a problem which can no longer be ignored. We believe our businesses, and the insight industry in general, have a key role to play in the transformations of business and society that are needed to create a sustainable future.

We commit to:

1

Making our businesses **net zero** by 2026

2

Tracking and publishing our carbon emissions, working to reduce and offset those emissions and publishing these figures annually in the Industry Report.

3

Collaborating across our sector and beyond, to share learnings and best practice to achieve the above goals

4

Supporting and encouraging

conversations and call outs by our employees, partners and clients about environmental concerns and viewpoints

We believe we have a role in using our extensive understanding of consumer behaviour in advocating and supporting clients with their sustainability agenda. We also commit to educating ourselves and our employees to positively impact the planet.