

# ESSEN

# NET-ZERO STRATEGY 2024

# We have a responsibility to our fellow citizens all around the globe.

At Citizen Relations, we harness the power of communication to make a real difference. Recognising our responsibility to address the climate crisis, we are dedicated to reaching net-zero emissions and inspiring others to follow. As leaders in our field, we aim to build a better future, starting with our own sustainable practices.

**WE ARE CITIZEN**

**WE ARE A GLOBAL  
COMMUNICATIONS AGENCY  
BUILT BY AND FOR THE  
MODERN CITIZEN**

We wake up each morning inspired to make every conversation count,  
partnering with clients to grow their brands and positively impact culture.

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# Strategy Statement

**At Citizen, we recognise the urgent need to address climate change and build a sustainable future. As leaders in communications, we have a unique opportunity to shape conversations and inspire meaningful action across industries toward sustainability.**

Citizen Relations' net-zero strategy is rooted in authentic commitment, simplicity, and collaboration. Our approach integrates clear, actionable goals to reduce emissions across our operations, from data gathering and energy use to travel and supply chain engagement. This strategy not only reflects our dedication to reducing our environmental impact but also positions us as an industry leader, setting a standard for accountability and transparency in corporate climate action.

**Our net-zero strategy is built from our three core values:**

## **01 CHAMPION EQUITY**

Embracing equity, diversity and inclusion (EDI) within our team enables us to cultivate a culture of innovation and creativity, driving the development of sustainable solutions that address the complex challenges of climate change.

## **02 SET THE STANDARD**

We will strive to ensure that our sustainability efforts consider and support fairness both within and beyond Citizen itself. We're always actively pushing for fairness and the collective good.

## **03 DO WHAT'S RIGHT**

We choose to make the right decisions over the comfortable ones. If we believe there's a better approach, we're committed to it.





# Citizen At A Glance

Founded in 2008, Citizen Relations has grown into a globally recognised communications agency, with a diverse team dedicated to creating impactful, values-driven narratives for some of the world's leading brands.

With offices across North America and in key international markets, our team is united by a commitment to fostering meaningful connections between brands and audiences, championing issues that matter to society.

While Citizen's work spans a wide range of sectors, we are particularly known for our expertise in sustainability, social impact, and corporate responsibility communications, helping clients navigate complex issues with authenticity and integrity.

Offices in Canada, Germany, the United Kingdom and the United States

200+ employees

Citizen's work in 2024 has been recognised by the:

DigiDay Awards

Applied Arts Advertising Awards

Global SABRE Awards

Strategy's Agency of the Year Awards



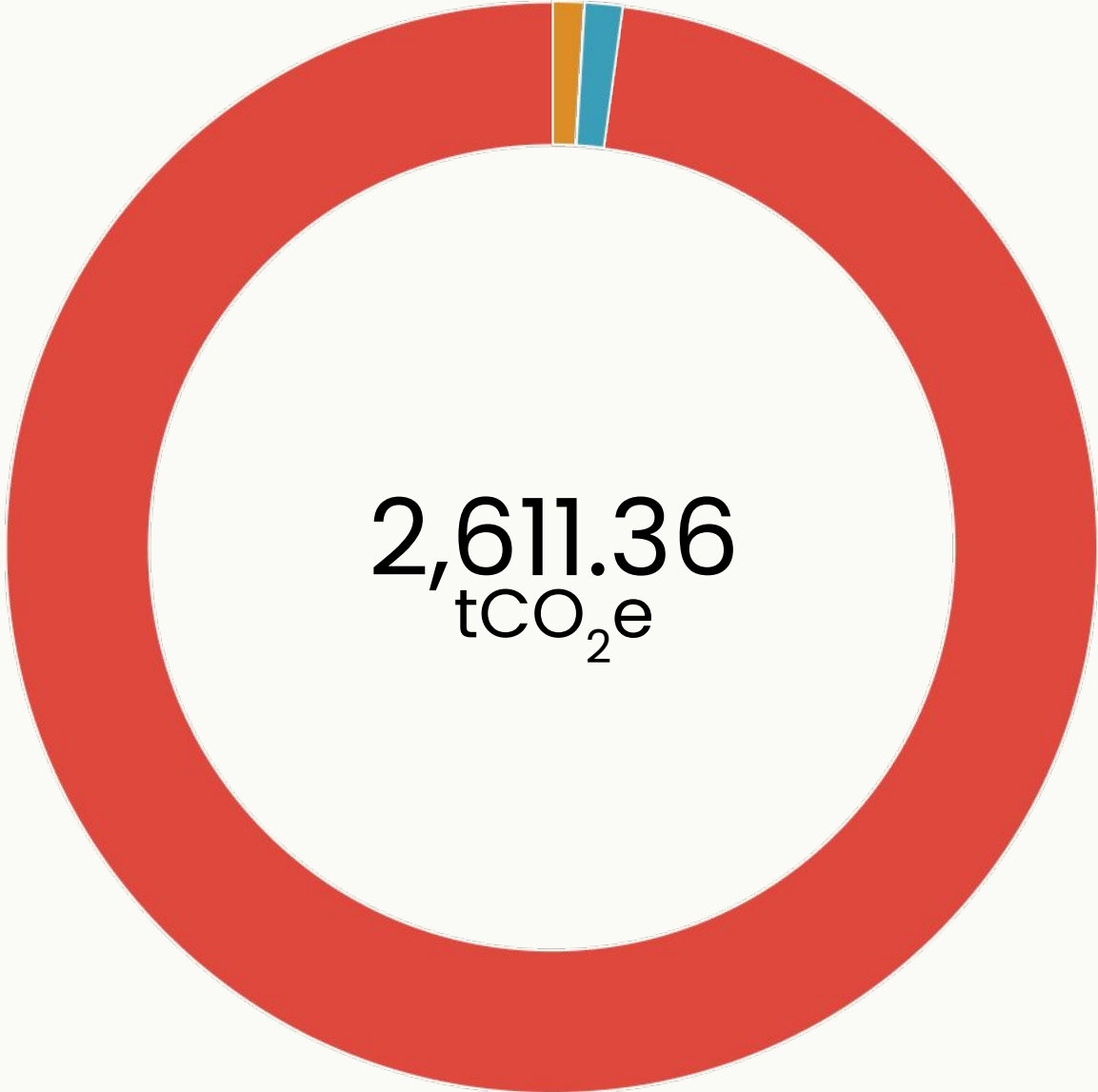
**WE WANT TO MAKE EVERY  
CONVERSATION COUNT.**

# Carbon Footprint

Citizen began actively measuring its carbon footprint in 2023. We will use this measurement as our base from which to make reductions against.

Our calculation approach follows the GHG Protocol Corporate Carbon Accounting Standard and ISO 14064-1. We've accounted for >98% of emissions generated by Citizen.

2023 Emissions per employee: **12.52 tCO<sub>2</sub>e**



Key

Scope 1: 11.98    Scope 2: 28.26    Scope 3: 2,571.12





At Citizen, we're committed to taking responsibility for every part of our environmental impact, capturing emissions across all areas of our operations. By understanding our full footprint, we're empowered to make meaningful changes that drive us—and our industry—toward a more sustainable future.

In 2023, the greatest source of emissions were from scope 3, purchased goods and services (Category 1), representing 81% of the total. Our work relies heavily on collaboration with suppliers, from creative production to event logistics, making purchased goods and services our largest emissions source. Every partnership is an opportunity to work smarter, reduce impact, and align with our commitment to a sustainable future. Business travel (Category 6) was also a significant source of carbon, contributing 383.87 tCO<sub>2</sub>e in the period.

### Carbon footprint by scope and emission source tCO<sub>2</sub>e

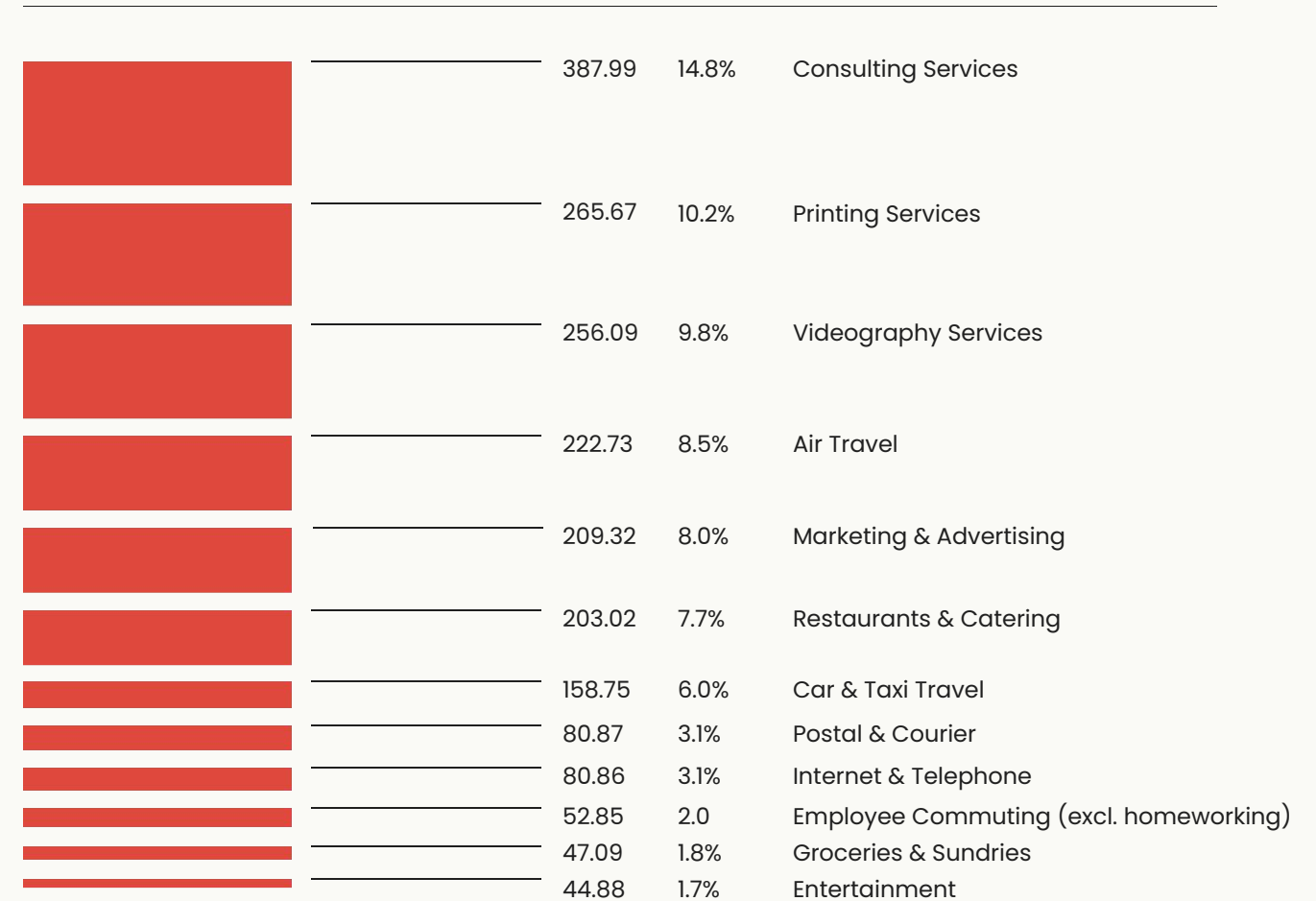
SCOPE	%	CATEGORY	BASELINE 2023
Scope 01	<1%	Direct emissions from combustion of natural gas	11.98
	0%	Fugitive emissions	0
	<1%		11.98
Scope 02	1%	Electricity (location-based)	28.26
	1%		28.26
Scope 03	81%	Purchased goods and services	2,124.24
	0%	Capital goods	0
	<1%	Fuel and energy related activities	4.11
	0%	Upstream T&D	0
	<1%	Waste	3.25
	15%	Business travel	383.87
	2%	Employee commuting (incl. homeworking)	55.90
	0%	Upstream leased assets	0
	0%	Downstream T&D	0
	0%	Processing of sold products	0
	0%	Use of sold products	0
	0%	End of life treatment of sold products	0
	0%	Downstream leased assets	0
	0%	Franchises	0
0%	Investments	0	
	98%		2,571.12
Total (market-based)	100%		2,611.36

# Emissions Hotspots

Citizen’s emissions hotspots are largely tied the nature of our core business activities. Third party Consulting (14.8%), Services (265.67%), and Videography (256.09) Services represent our most significant emissions sources.

All of the hotspots are central to delivering high-quality, creative work for our clients, but they also offer the greatest opportunities for emissions reduction. By focusing our sustainability efforts on these categories, we can make the most material improvements in our emissions profile, aligning our work practices with our commitment to a net-zero future.

Emissions hotspots by category 2023 (tCO<sub>2</sub>e)



# Science-Based Targets

**At Citizen, we understand the importance of setting a credible carbon target that is grounded in science, ensuring our efforts are meaningful in the context of the climate emergency.**

We have committed to an ambitious science-based target aligned with limiting global temperature rise to 1.5°C above pre-industrial levels. This target reflects our commitment to contributing to the global effort to combat climate change and limit temperature increases.



DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

## Our target

### 01 OBJECTIVES

To fulfil our climate targets Citizen will seek to align our near-term and net-zero targets with the Science Based Targets Initiative (SBTi) SME guidance. We are clear on our carbon commitments, so aligning with SBTi ensures robust and credible targets that are in line with climate science.

### 02 NEAR-TERM TARGET

Citizen commits to reduce absolute scope 1 and scope 2 GHG emissions by 42% by 2030 from a 2023 base year and to measure and reduce its scope 3 emissions.

### 03 NET-ZERO TARGET

Citizen is committed to reducing our carbon emissions 90% by 2040 from a 2023 base year as part of our commitment to environmental sustainability and climate action. Our long-term target is inclusive of at least 95% of scope 1, 2 and 3 GHG emissions.

# DRIVING IMPACT, ONE CONVERSATION AT A TIME.



# Area of Impact

Citizen is committed to identifying and reducing emissions hotspots across the entire value chain. This includes reduction commitments from not only us but our suppliers, partners and key stakeholders as well.

The 2023 base year emissions reporting provides the reference point to measure progress and assess the effectiveness of efforts to reduce emissions. We have carefully assessed the ‘hotspots’ within our base-year carbon calculations and subsequent reporting period carbon footprint to determine where the business can perform more efficiently in terms of carbon emissions.

## Impact areas and actions

IMPACT AREAS	REF	ACTIONS	IMPACT
01 Energy	EN1	Energy Sources	Medium
	EN2	Energy Efficiency	Low
02 Suppliers	SU1	Supply Chain Review	High
	SU2	Supplier Engagement	Medium
	SU3	Sustainable Procurement Policy	High
03 Travel	TR1	Business Travel	High
04 Employees	EM1	Employee Commuting	Medium
05 Governance	GO1	Data Policy	High
	GO2	Staff Training & Engagement	Medium
06 Industry	INI	Industry Leadership	Medium



## 01 ENERGY

EN1 Energy Sources	Citizen will transition to 100% renewable electricity across our core offices by 2030, prioritising high-impact locations like Toronto and Los Angeles. This shift aims to reduce Scope 1 and 2 emissions by 42%, aligning our energy consumption with our commitment to a net-zero future.	Medium
EN2 Energy Efficiency	Citizen will enhance energy efficiency across office spaces by collaborating with building managers to implement LED lighting, optimise HVAC systems, and make our working spaces as net-zero friendly as possible.	Low

## 02 SUPPLIERS

SU1 Supplier Chain Review	Citizen will refine its emissions reporting by conducting a thorough review of our supply chain, ensuring we accurately capture carbon impacts only from suppliers under our operational control. This targeted approach allows us to focus on core partnerships, enhancing the precision and effectiveness of our net-zero strategy.	High
SU2 Supplier Engagement	Citizen will engage directly with key suppliers to improve the quality of emissions data and encourage sustainable practices, fostering a supply chain that aligns with our net-zero ambitions. Through collaboration and shared commitment, we aim to drive impactful change beyond our own operations.	Medium
SU3 Sustainable Procurement Policy	Citizen will embed sustainability into our procurement processes by prioritising suppliers with strong environmental practices and selecting products with lower carbon footprints. Our core suppliers will align with our net-zero ambitions by 2035.	High

## 03 TRAVEL

TR1 Business Travel	Citizen will implement a structured business travel policy, prioritising low-impact travel options, facilitating the improvement data accuracy, and supporting staff who want to travel less or as sustainably as possible to minimise travel-related emissions.	High
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## 04 EMPLOYEES

EM1 Employee Commuting	Citizen will reduce commuting emissions by promoting low-carbon travel options, supporting remote work flexibility, and encouraging active commuting. These actions empower our team to contribute to a more sustainable future in their everyday routines.	Medium
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## 05 GOVERNANCE

GO1 Data Policy	Citizen will establish a robust data policy to ensure accurate, consistent tracking of emissions across all offices. By standardising data collection and centralising reporting, we can drive informed, impactful decisions on our path to net-zero.	High
GO2 Staff Training & Engagement	Citizen will empower our team through comprehensive sustainability training and engagement, fostering a culture of accountability and collective action, equipping our people with the knowledge to make impactful choices.	Medium

## 06 INDUSTRY

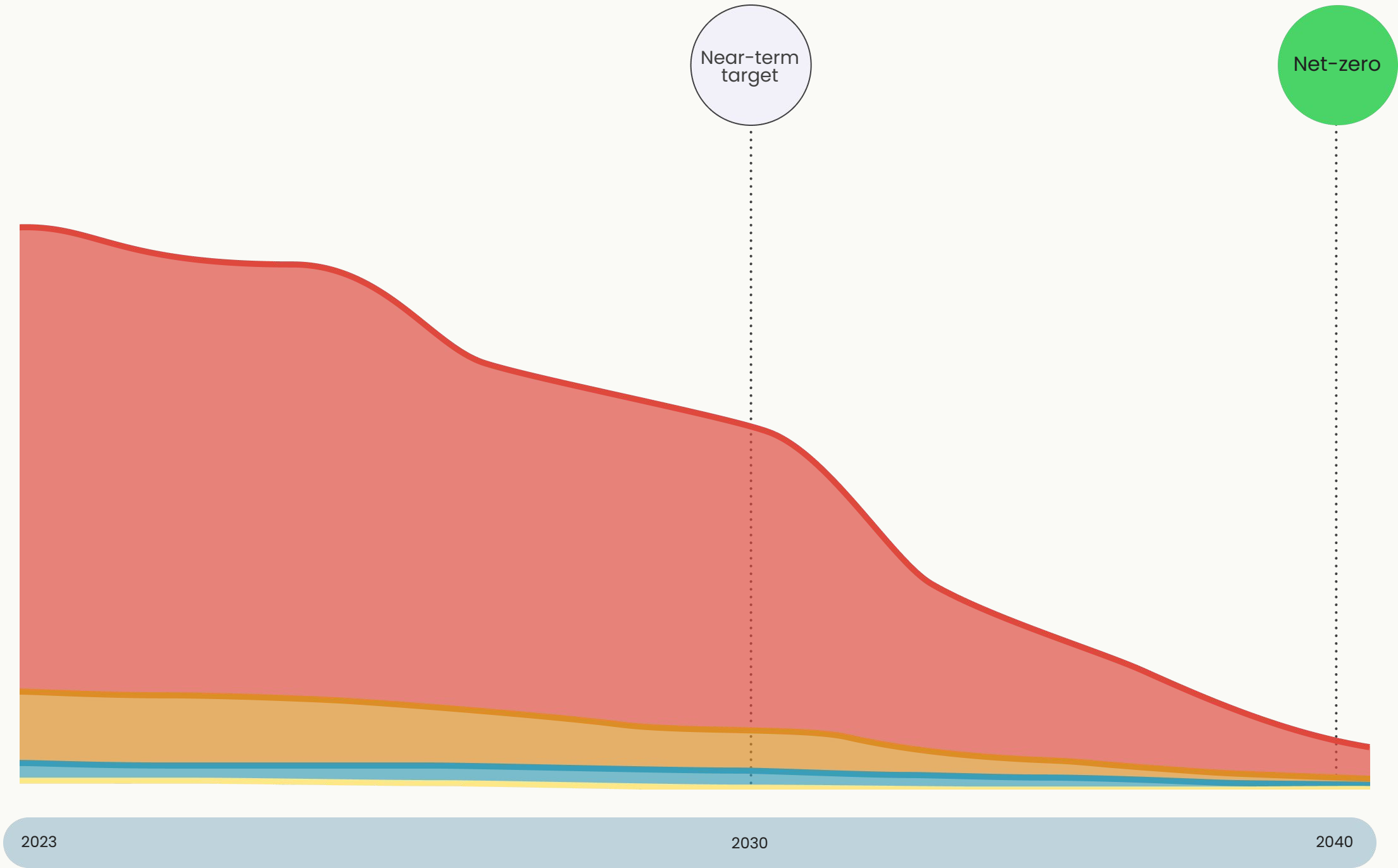
INI Industry Leadership	Citizen will lead by example in sustainable communications, embedding climate-positive messaging in client campaigns and setting new standards in our industry.	Medium
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# Net-Zero Pathway

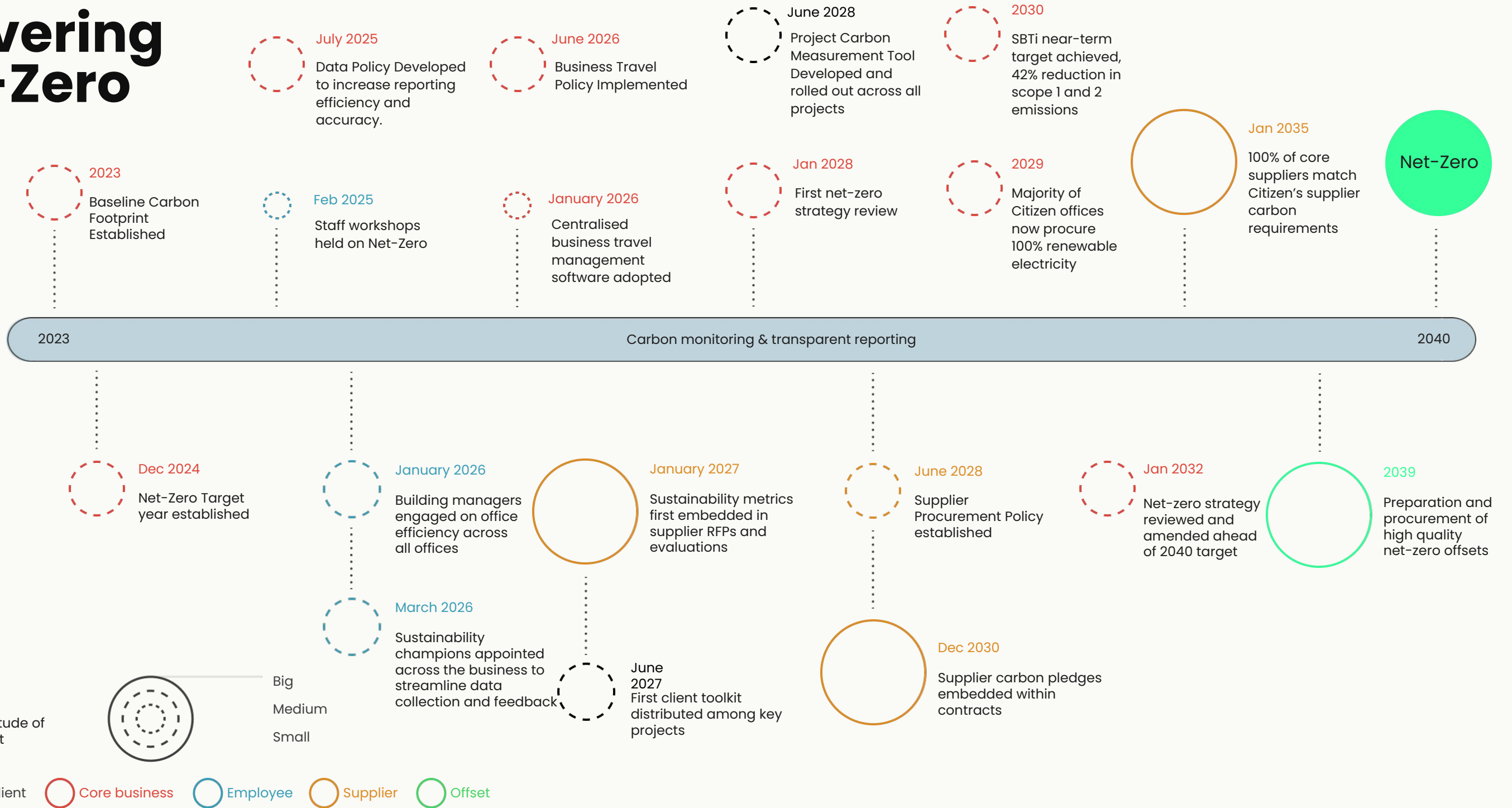
This is what our annual core emission hotspots will look like on the way to our 2040 net-zero target.

## Key

- Purchased Goods & Services
- Business Travel
- Employee Commutes
- Purchased Electricity



# Delivering Net-Zero





# Delivering Decarbonisation

**There are no high-fives until we see results.**

At Citizen, we're focused on achieving impactful results through strong governance. Accountability is woven into every part of our strategy, ensuring we make meaningful progress in reducing our carbon footprint.

## 01 MONITORING

Monitoring our carbon emissions is essential to track progress toward net-zero. We will ensure that each year we will measure, report, and verify our emissions data.

## 02 ASSURANCE

Our annual carbon measurements will be quality assured internally and verified against ISO 14064-1 standard to ensure our tracking is transparent, credible and reliable. Oversight of this process will be undertaken by top management at the organisation.

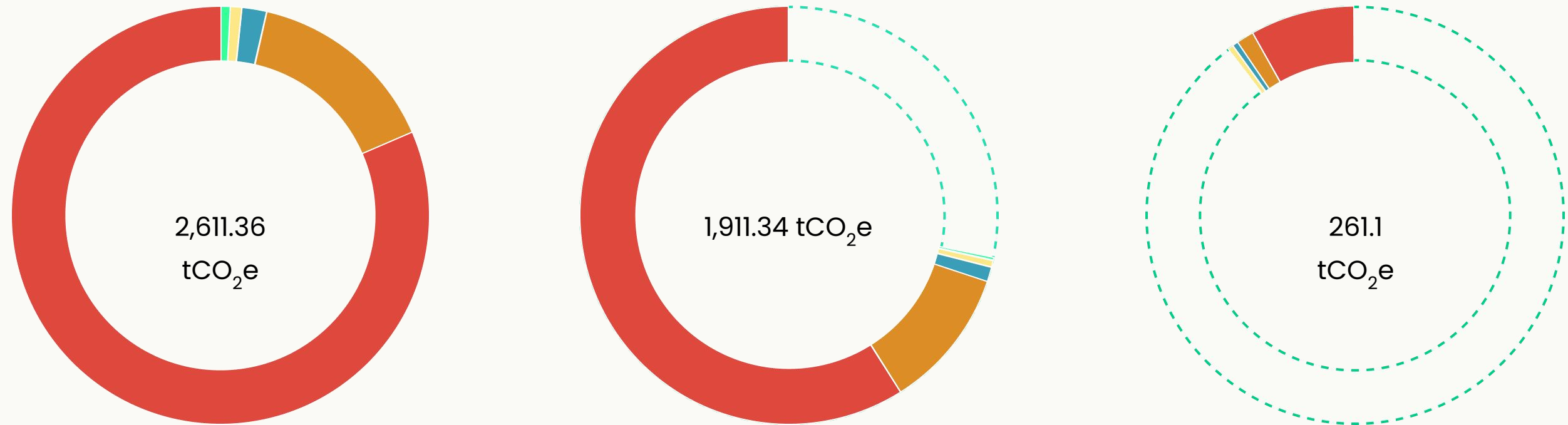
## 03 REVIEW & IMPROVE

We are aware that our strategy is likely to change over time, our current plans may deepen and mature as we deliver and iterate our net-zero strategy. That is why we are committed to continual improvement of our strategy in order to achieve our goals. Therefore, every three years we will:

- Revise targets against delivery
- Identify and mitigate data gaps
- Update our strategy

# HOW DO WE GET TO NET-ZERO?

At Citizen, our net-zero commitment is as bold as our vision for the future. As we continue to grow, we're focused on making meaningful carbon reductions where it counts most.



Key

BASELINE

2030

2040

- Purchased Goods & Services
- Business Travel
- Employee Commuting
- Electricity
- Gas
- Abated Emissions



# The Final Say

Nick Cowling  
CEO

At Citizen, we know that tackling climate change is a responsibility we can't shy away from. As leaders in communications, we have the power to shape the conversations that matter and inspire meaningful action. Our Net-Zero Strategy isn't just about cutting emissions—it's about leading by example and setting a new standard for accountability in our industry.

We're focused on understanding every part of our impact, so we can make real, lasting changes—not just within our own operations but across the broader landscape we're part of. This is an important journey for us, and we're committed to it with heart and purpose. By working together, we can use our influence to create a more sustainable future and leave a positive legacy for everyone.

# WE WILL

**REVISE  
TARGETS  
AGAINST  
DELIVERY**

**IDENTIFY &  
MITIGATE  
DATA GAPS**

**UPDATE OUR  
STRATEGY**



