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# Our 2022 “S-Word” Report





## INTRODUCTION

There are so many wonderful sustainability initiatives out there.

Yet the more I speak to companies around the globe, the more I appreciate full-on operational changes and the hiring of sustainability managers more than one-off, potentially marketing-driven sustainability practices.

It's easy to spot the difference between those truly passionate about sustainability vs. those pretending to be passionate about it because that is what their job or legislation requires of them. I hope that in conversations with the Rupp PR team and myself, people sense that we are truly passionate and hold ourselves accountable to the point of questioning every single purchase we make or business trip we take.

The S-Word Report 2022/2023 will guide you through the social and economic aspects that were relevant for us in the past year. Towards the end of the report, you will come across our carbon emissions calculations and how we offset these to the best of our ability.

As always, please help us become more sustainable by sending me your input at [natascha@rupp-pr.com](mailto:natascha@rupp-pr.com).

Kindest,

Natascha

Owner & Managing Director  
Rupp Public Relations GmbH

# Our progress in 2022

This year we offset a total of **11,336.73 kg of CO<sub>2</sub>e**.

This number derives from:



Employee emissions, incl. energy consumption, and online shipping: **2,900.73 kg of CO<sub>2</sub>e**.



Business trips, primarily transport: **8,436 kg of CO<sub>2</sub>e**.





# Environmental Responsibility

What do we do for the planet?

## Right Now

- ✓ We reached our goal to be **99% paperless** by 2023. Our beloved greetings cards have been digitalized; we reduced our office paper consumption except for our vegan leather agendas which are produced sustainably by Sloane Stationary.
- ✓ We reduced our emissions by:
  - ✓ Modifying our business travel plans to reach our destinations by car, bus, or train. We reached most European destinations by train. Unfortunately, in one case this was not possible. You can find our emission calculations in the table on page 6.
- ✓ We no longer gift “regular” presents to clients and team members. We are committed to buy from **ethical and sustainable brands or plant trees as gifts**.



### CARBON OFFSET

We offset 11,336.73 kg of CO<sub>2</sub>e for 2022.

## Looking Ahead

- ✓ Become a [B Corporation](#) by 2026.
- ✓ Reduce emissions by:
  - ✓ A strict **no flying policy in the EU** starting 2024 by ensuring **100% of all business travel in EU is done by car, bus, or train**.
  - ✓ Switch to a **carbon neutral website hosting** provider by 2024.
- ✓ **Refusing to greenwash** and fostering transparency when it comes to our clients’ products and services. We request that our clients share their supply chain, sustainability progress, and reports with us so that we can communicate truthfully.
- ✓ Look into **carbon removal** as a potential compensation tactic for 2024.



### REMOTE OFFICE

We reduce our emissions in transportation and office operations.

# Social Responsibility

How do we make sure that our impact on society is positive and ethical?

## Right Now

We are proud to support [Eunoia e.V.](#), an NGO based in Munich that is dedicated to promoting sustainable education for children around the world. The NGO was founded by our Managing Director, and we were able to fully support Eunoia e.V.'s project in Cambodia for 2022 by donating 2.000 EUR.

By supporting Eunoia e.V., we hope to **make a positive impact in the communities in South Africa, Cambodia, Mexico, Tanzania, and Germany**, contributing to a brighter future for all.

We also facilitated the conversation around sustainability by launching our "The S-Word" Podcast in 2022. We interviewed a range of people from different industries in 8 episodes.



## Looking Ahead

- ✓ **Gender equality** - We are a female-driven company and proud of that; however, we would love to welcome other genders to our team in the future! Please do apply.
- ✓ We aim to set up a regular **client feedback** procedure by 2024, to ensure customer satisfaction and make room for improvement.
- ✓ We're committed to **promoting ethical communication practices** and will adhere to industry standards and guidelines, provide training to staff, and ensure our clients' messaging is responsible. By 2024, we'll increase the number of sustainable businesses we work with to support their activities and help new companies in the industry take off.
- ✓ Keep **giving back to the community through Eunoia e.V.** We aim to increase volunteering opportunities - starting 2023, each team member will get one paid working day per quarter to volunteer with an organization or for a cause of their choice.





# Economical Responsibility

Where and how do we make a profit?

## Right Now and Looking Ahead

### Partnerships: MA People

Our goal is to amplify our positive impact in the hospitality and travel industry by partnering with like-minded businesses that prioritize sustainability. In 2022, we established our first partnership with MA People.

We are bringing our partnership to life by publishing a communications handbook that will become part of [The Sustainable Hotel](#) collection. The launch is planned for September 2023, and we hope that it will inspire hoteliers around the world to further develop and communicate their sustainability practices.

### Crisis Communication Diploma CIPR

The Crisis Communication Diploma from the Chartered Institute of Public Relations (CIPR) provides a comprehensive framework for managing and communicating during times of crisis. By obtaining this diploma in 2022, our agency demonstrated a commitment to effectively managing and mitigating potential crises for our clients, including environmental and social issues. This diploma equips us with the knowledge and skills necessary

to navigate difficult situations with sensitivity, transparency, and responsibility, ultimately protecting our clients' reputation and interests. The diploma also demonstrates our expertise and commitment to ethical and responsible communication practices, positioning us as a reliable and trustworthy partner for clients.

### GSTC Certification

In 2022, we obtained the GSTC certification, which recognizes our commitment to sustainable tourism practices. This certification demonstrates our responsibility towards the environment and society and helps us attract sustainability-focused clients.

By following the GSTC criteria and indicators, we aim to improve our environmental and social impact, reduce costs, and collaborate with other sustainable tourism practitioners to promote best practices and innovation in the industry.

Our GSTC certification also enables us to establish a common language and understanding of sustainable tourism, fostering communication and cooperation with stakeholders.



CHARTERED INSTITUTE  
OF PUBLIC RELATIONS



# Calculation Details

We calculated our individual carbon emission estimates with Carbon Donut. Please note that this is a Finnish based app, so emissions in Germany might be higher. We made sure to offset more just in case.

We calculated our carbon footprint for travel using My Climate. Our compensation continues to run through Atmosfair. We support the Atmosfair carbon offset projects to reduce CO2 emissions, whilst promoting sustainable development through technology transfer and reducing poverty.

## Our Calculations Tool



Travel Route	Date	Round Trip kg of CO2e	Number of Staff	Bus Transport (km)	Plane Transport (km)	Rail Transport (km)
Munich-Vienna	Aug-22	0	1			714
Genoa-Vienna	Aug-22	402	1	135	600	
Munich-Zurich	Aug-22	0	1			240
Genoa-Zurich	Aug-22	0	1			662
Munich-Medellin	Oct-22	8034	1		18900	
Total emissions in kg CO2e						8436

Table 1: Business travel CO2 emissions

Team Member	Total Individual CO2 Emissions per Year/kg	Total Working Days	Total Working Days CO2/kg
Natascha	5760	117	1846.36
Chiara	5010	67	919.64
Quinn	4360	10	119.45
Total emissions in kg CO2e			2885.45

Table 2: Total CO2 emission per working days/kg

Please contact us for a detailed breakdown of our office emissions, including online shipping.

### Sources

- Website hosting CO2 emissions calculations.
- Programs and apps: Greenspector, Asana.
- Office equipment supplier: Sloane Stationery.
- Orders/shipping CO2 emissions calculator.