

Our 2023 “S-Word” Report

Published: April 2024



INTRODUCTION

2023 marked the last year in the history of our company in which team members traveled by plane within Europe for work. According to Climate Scientist Milan Klöwer, "Airplanes emit around 100 times more CO₂ per hour than a shared bus or train ride, and the emissions of global aviation are around 1 billion tons of CO₂ per year – more than the emissions of most countries, including Germany. Aviation contributes an estimated 2.4% of global annual CO₂ emissions."

As you can see, the decision to cut flights from our European business trips is long overdue. However, it is also an extremely difficult decision to live up to – with train travel costing us more than double the price of flights, and 24 hours of door-to-door travel time on trains vs. 4 hours in total via plane from Milan to Berlin, for example.

However, as communicators, we need to lead by example and put our money where our mouth is. I'm looking forward to train adventures across Europe with my team in 2024 – reducing emissions where it matters most.

Beyond environmental themes and calculates, the S-Word Report 2023/2024 will also touch upon the social and economic pillars of sustainability. As always, please help us become more sustainable by sending me your input at natascha@rupp-pr.com.

Kindest,

Natascha

Owner & Managing Director
Rupp Public Relations GmbH



"As communicators, we need to lead by example and put our money where our mouth is."

Our progress in 2023

This year we offset a total of **11,956.97 kg of CO₂e**.

This number derives from:



Employee emissions, incl. energy consumption
and online: **4,911.97 kg of CO₂e**.



Business trips, primarily transport:
7,045 kg of CO₂e.

Environmental Responsibility

What do we do for the planet?

Right Now

- ✓ We are **committed to avoiding greenwashing** by maintaining transparent and inclusive communication with our clients and in our company communications.
- ✓ In the first quarter of 2024, we **successfully migrated to a carbon-neutral website hosting** provider, earning certification from the Web Neutral Project.
- ✓ We transitioned our primary remote office locations to **renewable energy sources**.
- ✓ We considered carbon removal as a potential compensation tactic for 2024. However, the current cost per kg of CO2 removal, at 1.03 EUR, is currently not economically feasible for us.

Looking Ahead

- ✓ We are initiating the application process to become a **B Corporation** by 2026, demonstrating our commitment to social and environmental responsibility.
- ✓ Starting in 2024, we are **implementing a strict no-flying policy for business travel within the EU**. All EU-related business travel will be conducted using ground transport only.
- ✓ Transparency is paramount to us, and we **encourage our clients to share their supply chain and sustainability reports** with us to ensure truthful communication and accountability.



CARBON OFFSET

We offset 11,956.11 kg of CO2e for 2023.



REMOTE OFFICE

Emission reduction in transportation and office operations.



Social Responsibility

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

Right Now

We provide continuous support for [Eunoia e.V.](#) and their global projects.

In 2023, we funded the monthly expenses for Roots Cambodia, a school near Siem Reap, and a field trip for the students with special educational needs in Munich, so they could witness the beauty of the Alps for the first time. This year, our donations amounted to 2.000 EUR.



Looking Ahead

- ✓ Looking ahead, we plan to **continue supporting Eunoia e.V.** and its ongoing projects. We hope to make a positive impact with new projects for children and communities in South Africa, Cambodia, and Germany in 2024.
- ✓ We're committed to **promoting ethical communication practices** and will adhere to industry standards and guidelines, provide staff training, and ensure our clients' messaging is responsible.



TRAINING

We provide staff training and ensure that our clients' messaging is always responsible.



Economical Responsibility

Where and how do we make a profit?

Right Now

We welcomed two new clients in our portfolio this year [Hanswirt Hotel and Restaurant in South Tyrol](#) - one of the world's most sustainable regions for tourism, and [TravelLocal](#) - a sustainable tour operator that ensures most of the money made in destination countries also stays there, actively fighting the common problem of economic leakage in travel and tourism.

Partnerships: MA People
We worked with our partner MA People to publish [The Communication Handbook](#) as part of The Sustainable Hotel collection, which helped to facilitate conversations about sustainability.

Additionally, we continued the conversation by publishing the second season of our [“The S-Word” podcast](#). In this podcast, we spoke with Magdalena Rungaldier, the head of MA People, about what makes a hotel sustainable and how to effectively communicate sustainability in hospitality whilst avoiding greenwashing. The podcast consisted of six episodes, which were published in both English and German to enhance the educational reach.

Looking Ahead

We will consolidate our current partnerships and focus on adding sustainable clients to our portfolio.



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

think • go climate conscious

atmosfair



Travel Route	Date	Number of Staff	Bus Transport (km)	Plane Transport (km)	Rail Transport (km)	Round Trip kg of CO2e
Munich-Budapest	Jan-23	1			1,400	10
Genova-Berlin	Mar-23	1	200	1,600		487
Genova-Berlin	Jun-23	1	200	1,600		487
Genova- Ibiza	Jul-23	1	200	2,000		561
Munich- Ibiza	Jul-23	2		2,700		1,300
Munich-Singapore	Nov-23	1		20,100		4,200
Total emissions in kg CO2e						7,045

Table 1: Business travel CO2 emissions

Team Member	Total Individual CO2 Emissions per year/kg	Total Working Days	Total Working Days CO2/kg
Natascha	5,760	220	3,471.78
Chiara	5,010	91	1,249.07
Quinn	4,360	16	191.12
Total emissions in kg CO2e			4,911.97

Table 2: Total CO2 emission per working days/kg

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