

A photograph of a wind farm in a grassy field at sunset. The sun is low on the horizon, creating a bright glow and long shadows. Several wind turbines are visible, with the one on the left being the most prominent. The sky is a mix of dark and light green, and the field is a deep green. The overall mood is serene and sustainable.

# Driven.

SUSTAINABILITY  
STRATEGY

# Foreword

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*“Driven will go further to become a pioneer of the new sustainable age in the sports and engineering sectors.”*

*At Driven we recognise the importance of taking responsibility of our own impacts on the environment, and as the industries we work in begin their transition into a sustainable future, it is essential that we play our part. This new strategy shows our commitment to sustainability and is a crucial part of our target to align ourselves with the high standards set within the motorsport, automotive and sports and leisure industries we contribute to. As a member of the Motorsport UK Sustainability Committee, I enjoy discussing the future of sustainable motorsport with other leading figures, and wish to introduce that same passion within Driven. We have set out ambitious targets in order to take immediate and swift action to reduce environmental damage from our business operations, and the strategy also sets out a roadmap displaying the future targets we have set ourselves.*

**BEN WILLSHIRE**  
Managing Director, Driven International

# Our Mission

## Driven by Sustainability

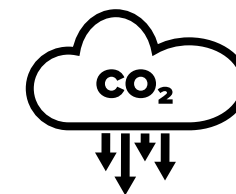
Our strategy is ambitious. We will become **Carbon Neutral by 2029**, begin logging travel mileage, improve our waste and utility management, further integrate ourselves within the local community and will achieve some of the most highly-regarded accreditations relevant to us.

Through the initiatives within this strategy, we aim to demonstrate awareness and leadership, enhancing our reputation and proving our commitment to sustainability.





# Carbon Neutral



## ACTIONS AND TARGETS

- **Carbon Neutral**

Driven will become Carbon Neutral by 2029.

- **Logging Emissions**

Driven will begin logging all carbon emissions as a result of business operations to identify the largest contributors and develop strategies to reduce emissions.

- **Reduce Emissions**

Driven will review baseline emissions data and focus on developing strategies and setting reduction targets in areas with room for improvement.

- **Unavoidable Emissions**

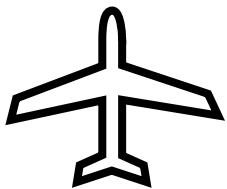
Driven will explore options to compensate for the unavoidable carbon emissions that are created as a result of our essential business operations.



We have set a target to become **Carbon Neutral by 2029** and will focus on the reduction and compensation of emissions to reach this goal.

We understand the operation of Driven comes with a carbon footprint. Therefore, it is essential that we take action and set out ambitious targets to reduce our emissions and race towards our Carbon Neutral goal.

# Travel



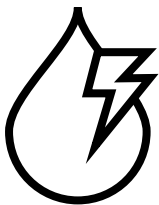
**Reducing the environmental impacts of our travel is a key aspect of our carbon neutral commitment.**

At Driven, travel is a crucial part of our operations and is often unavoidable for certain site visits, client meetings and networking. Despite this, we will begin implementing a range of different strategies to help lower our impact from business travel.

## ACTIONS AND TARGETS

- **Mileage Logging**  
Driven will create a new database to begin logging all mileage (excluding employee commuting) and will use the data to help track our carbon footprint.
- **Business Travel**  
Driven will, where possible, use more sustainable transport for business travel such as public transport or electric vehicles.
- **Site Visits**  
Driven will continue to use alternatives for site visits, such as drone footage and online meetings, if essential business operations can be still be carried out when using such alternatives.
- **Travel Schemes**  
Driven offer a variety of travel schemes including the Cycle to Work scheme and an electric vehicle scheme which all staff have access to, should they wish to participate.

# Utilities



**We will explore methods to identify inefficiencies and energy saving opportunities by working with our office partners.**

While the overall impact from our office operations is considerably lower than other areas of our work, we will co-operate with our office partner to make the operations within our workplace more sustainable.

## ACTIONS AND TARGETS

- **Tracking Utility Usage**  
Driven will work with our office partner to explore ways to track our water and energy usage such as using a smart meter within the office.
- **Renewable Energy**  
Driven will, in co-operation with our office partner, potentially explore options to move to more renewable sources if necessary.
- **Office Building Efficiency**  
Driven are pleased with the many utility saving methods already in place within our office building. We will work with our office partner to implement more efficient systems and methods where possible, to save more water, electricity and heating across the building.
- **Increase Staff Awareness**  
Driven understands how the little things can have a large benefit to our sustainability efforts, and staff will be mindful of actions they can take to help reach Driven’s sustainability targets.



# Waste and Recycling



**We will work with our office partner to implement better practices across the office to help manage the quantities and disposal methods of the waste we create.**

Driven are focused on reviewing the current methods of waste disposal and will introduce new methods to limit different types of waste that we produce such as paper or plastics.

## ACTIONS AND TARGETS

- **Waste Disposal Strategies**

Driven will create a recycling strategy and ensure other waste disposal methods used are suitable.

- **Limit Paper Use**

Driven will continue to adopt a largely digital approach our work to limit the quantity of paper being used in business operations.

- **Plastic Bottle and Coffee Cup Reductions**

Driven will provide reusable water bottles and flasks to staff to reduce the quantities of single-use plastic bottles and coffee cups being purchased and disposed of.

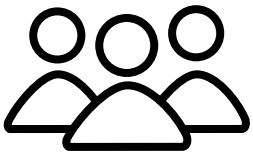
- **Donations**

Driven will continue to donate old furniture and certain types of equipment as opposed to disposing of it to both reduce our waste and benefit the recipients.

- **Electronics**

Driven will ensure none of our working equipment goes to landfill and instead is wiped, recycled and donated.

# Community and Partnerships



**We are committed to making a difference within the local community around us in the Hart District.**

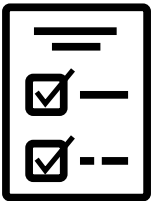
Driven have thoroughly enjoyed participating in volunteering activities in the past and will continue to be involved within our local communities through events as well as supporting local charity initiatives.

## ACTIONS AND TARGETS

- **Environmental Champion**  
Driven have appointed an Environmental Champion within the business to lead our sustainability efforts and create a culture of awareness, engagement and action amongst all our staff.
- **Sustainable Workwear**  
Driven will partner with a supplier to ensure high-quality, sustainable, branded work clothing for staff to help represent Driven both locally and globally on projects.
- **Volunteering**  
Driven will continue to participate in community and volunteering events to benefit the people and environment in and around the Hart District.
- **Charity**  
Driven will partner with a local charity to support their initiatives as part of our efforts to further involve the business in the community. Charities that are selected will have initiatives that have a strong and meaningful connection with our staff.



# Accreditations



**Driven strive to help define the standards set by governing bodies within the industries we serve and those set by companies focusing on sustainability on a global level.**

We have chosen specific accreditations and awards we believe are most relevant to Driven to achieve first. We are eager to achieve more in the future to continue to improve our sustainable reputation and become leaders in sustainability.

## ACTIONS AND TARGETS

- **Motorsport UK Sustainability Accreditation**

Motorsport UK, the national governing body for motorsport, has set out its own sustainability accreditation which follows global sustainability objectives. Driven will work to achieve the MSUK Sustainability Accreditation by the end of 2024.

- **FIA Environmental Accreditation**

The FIA are the international governing body for motorsport and have their own sustainability accreditation that assesses the processes an organisation has in place to reduce their environmental impact based on their alignment with the FIA Environmental Framework. Driven will work to achieve 2-Star Good Practice Accreditation by the end of 2024 and 3-Star Best Practice Accreditation by the end of 2025.

- **B Corp Certification**

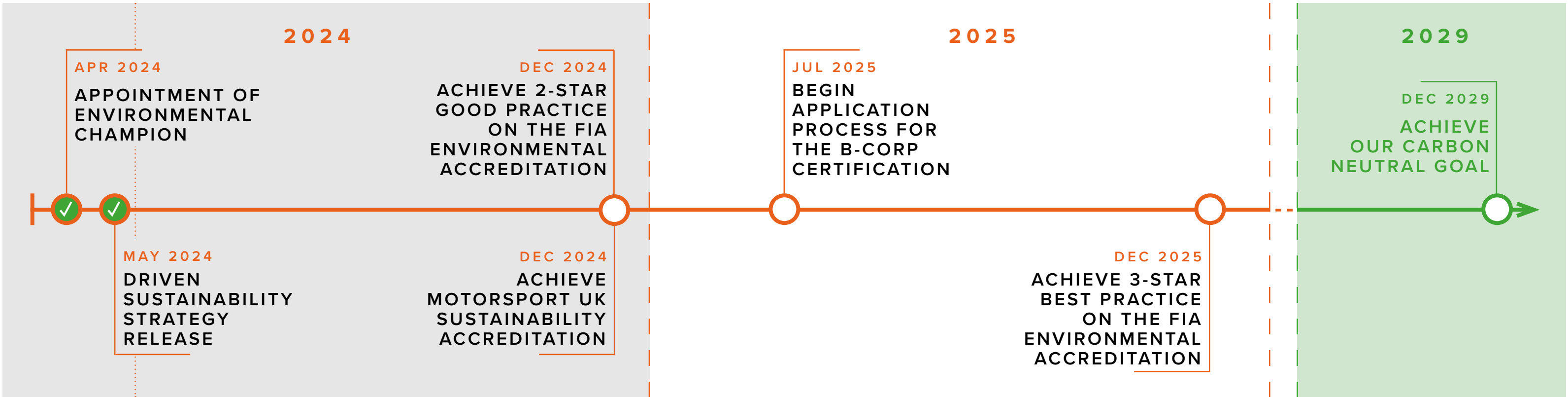
At Driven, we believe that universal accreditations are important and the B Corp Certification measures both environmental and social aspects of a company providing a more holistic approach to sustainability accreditation. Driven will begin the application process for the B Corp Certification by July 2025.

# The Timeline

## What we have done so far and when we will achieve our targets including becoming Carbon Neutral.

This Sustainability Strategy establishes the pathway to reducing our environmental impacts and becoming carbon neutral, providing achievable targets to work towards.

The timeline below shows our progress in making Driven more sustainable:



# Our Commitment

**Our sustainability goals extend beyond our strategy.**

**We are committed to becoming industry leaders in sustainability by showing consistent improvement in our methods and practices.**

We will adapt and develop our strategy in accordance with new sustainability standards and always be alert to new ways that we can reduce our impact on the environment.

The topic of sustainability will only grow in importance in the coming years, making it essential that we keep pushing our sustainability efforts to keep up with new standards constantly being set.

## IMPLEMENT

**We will immediately begin implementing our new sustainability strategy into our operations.**

Driven will begin to work on executing the different actions set out in our strategy in order to immediately start mitigating our environmental impacts. We are committed to integrating this strategy into operations effectively.

## MONITOR

**We will continuously monitor our progress towards the targets that we have set ourselves.**

Driven are committed to consistently monitoring progress towards goals already established. We understand that the topic of sustainability is dynamic, therefore we may make adjustments to the strategy when necessary such as the inclusion of further targets.

## REVIEW

**We will annually review our progress towards our goals by creating a sustainability report.**

Driven recognises the vitality of being transparent when it comes to documenting progress to the goals we set ourselves. Therefore, we will be creating an annual report showcasing advancements made towards our targets and will make it available to view.



# Driven.

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## ADDRESS

Driven International Ltd  
Landmark House  
Station Road  
Hook, Hampshire  
RG27 9HA, United Kingdom



## WEBSITE

[driven-international.com](https://driven-international.com)

## EMAIL

[hello@driven-international.com](mailto:hello@driven-international.com)

## PHONE

UK: 0044 1256 767766

US: 001 706 870 3743