



# Driven.

## ANNUAL SUSTAINABILITY REPORT

APRIL 2024 – MARCH 2025

Driven.

A summary of highlights, statistics and targets met in our first year of sustainable action.

We have made great strides during our initial year of implementing sustainable practices, having published our first strategy, attended industry conferences and events and achieved an accreditation.

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*We are proud of the progress we have made in the first full year of incorporating more sustainable practice into our operations.*

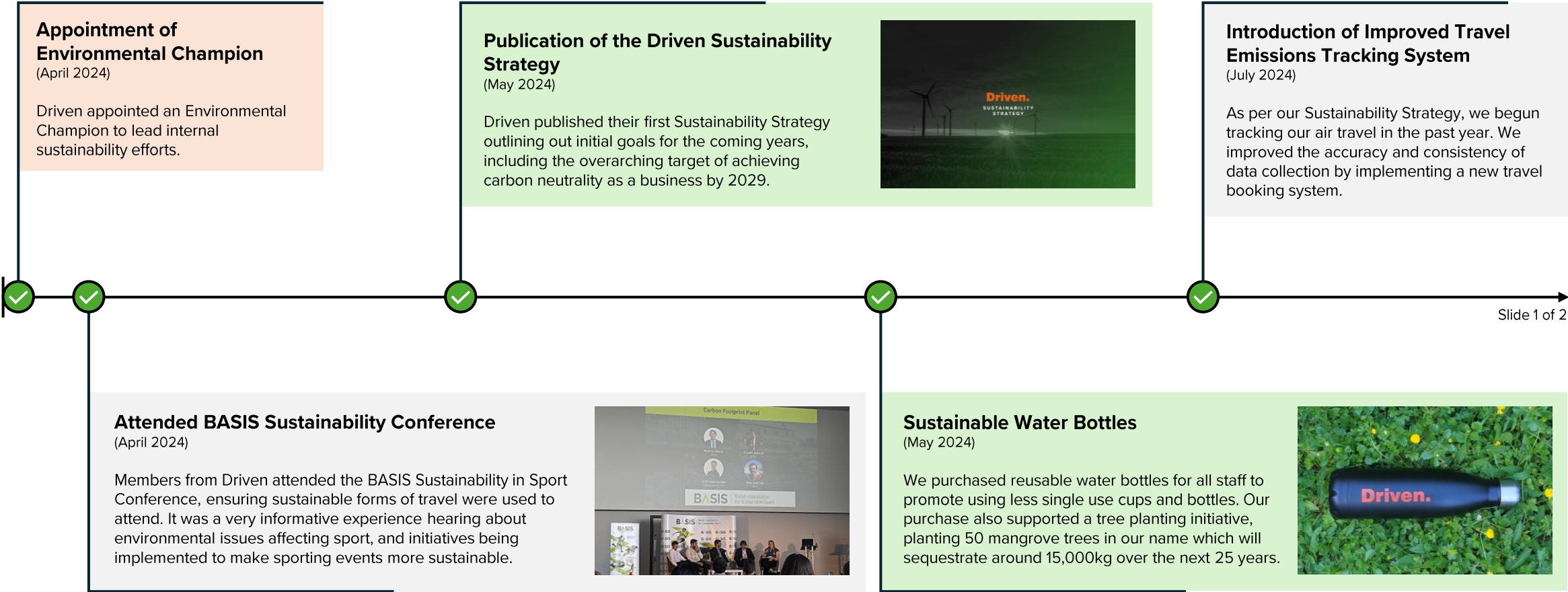
*Whilst there have been challenges figuring out how to adapt sustainability principles to our operations, this has been a largely successful year for sustainability at Driven – topped off by the achievement of the Motorsport UK Sustainability Accreditation.*

*All staff have contributed to our goals, whether that be through the development and implementation of these strategies and principles or by altering small habits to help cut down on certain waste or utilities within the office, and they should be proud of themselves and the achievements we have received.*

*Although our sustainability journey has just begun, our progress in year 1 has given me great hope that we can continue this positive trajectory into the next year and beyond.*

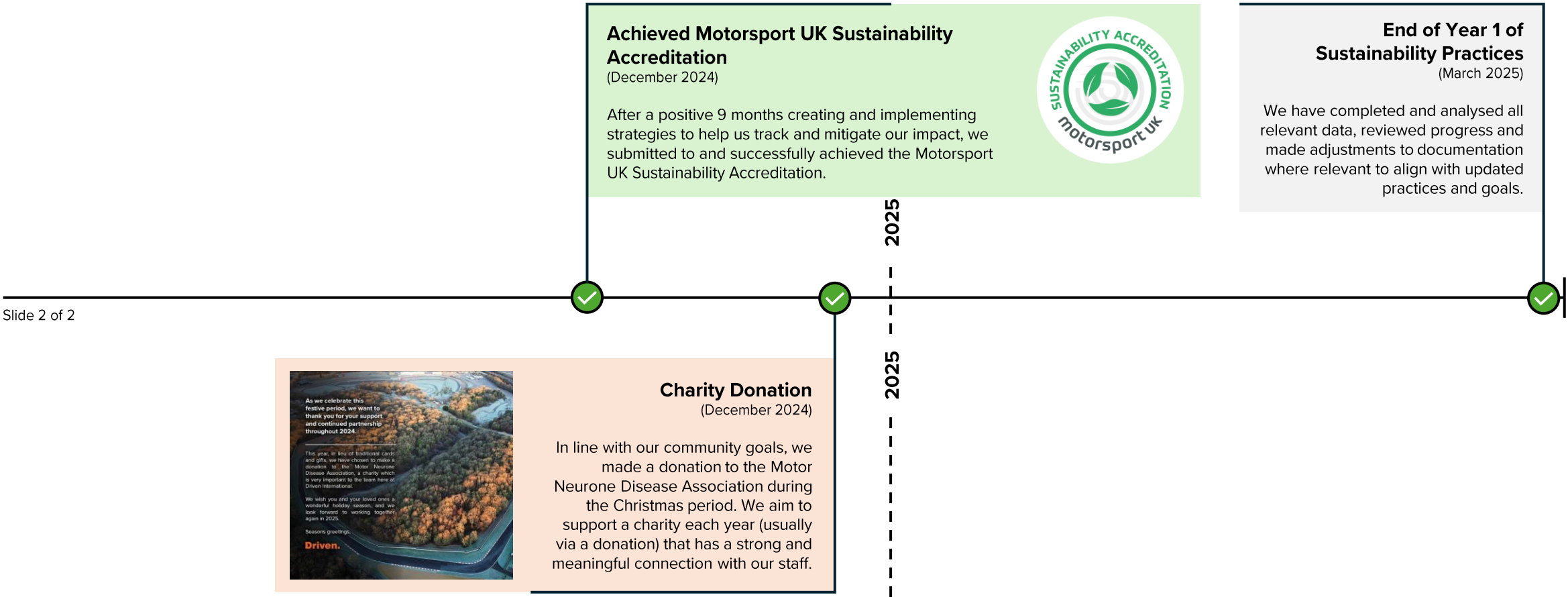
**BEN WILLSHIRE**  
Managing Director, Driven

TIMELINE AND HIGHLIGHTS





TIMELINE AND HIGHLIGHTS



Slide 2 of 2

AIR TRAVEL STATISTICS

Travel is a necessary part of our global operations, but we’re committed to minimizing its environmental impact.

In the last year, we improved the accuracy of our air travel data by refining our tracking methods, helping us to successfully establish a baseline year for emissions data. We believe transparency in this area is key to driving further progress.

Our goal is to expand our scope to accurately and efficiently track remaining journeys.

573,607km  
Total Air Kilometres Travelled

148,580kg  
Total Emissions from Air Travel

0.223 (kgCO<sub>2</sub>e/km)  
Average Emissions per Kilometre of Air Travel

140  
Total Flights

All data used to calculate the statistics on the slide is, to the best of our knowledge, true and where exact data for certain journeys was not readily available through our travel tracking system, we have made our best attempt to use accurate estimates based off benchmarks (either other journeys made to the same locations or through research).

OTHER STATISTICS

When sourcing reusable water bottles for our staff, we wanted our purchase to have an additional impact outside of the office.

Our purchase supported Eden, a non-profit based in the US, who work and partner with underprivileged communities around the world to rebuild healthy ecosystems and replant forests.

We had mangrove trees planted in our name as a result of our purchase, which will go on to have a long-lasting impact over the next 25 years.

50

Mangrove Trees Planted

(from the purchase of the water bottles for our team)





50 mangrove trees

will store as much carbon equivalent to...



53,409 miles driven

The average gasoline-powered vehicle emits roughly 1 kg CO<sub>2</sub>e per 3.5 miles, according to the UK Department for Energy Security and Net Zero. (Source GOV.UK, Greenhouse gas reporting: conversion factors 2017)



11 flights taken

The average London to San Francisco flight emissions per passenger is 1,303 kg CO<sub>2</sub>e, according to UK Department for Energy Security and Net Zero. (Source GOV.UK, Greenhouse gas reporting: conversion factors 2017)

15,000kg

of Carbon stored by those Mangrove Trees

(300kg per tree over the next 25 years)

PROGRESS TRACKER

We have made progress towards many of the targets we have set out in the Sustainability Strategy.

Here are some highlights of the progress we've made across key areas of our business operations.



Carbon Neutral

Over the last year we have aimed to begin making our early strides towards our Carbon Neutral goal.

This year, we began tracking certain types of emissions such as our air travel emissions. Work has gone into finding ways to lower our impact in these areas and we have drafted methods of target setting. These methods will be all tested in the coming year

Additionally, we have been researching best practice regarding compensating for unavoidable emissions, which we will look more into following progress on reducing our emissions.



Travel

We have begun logging mileage, with our main focus being air travel initially, which we now have efficient systems in place for. This is done in coordination with our travel emissions tracking. We have explored ways to track other journeys and are hoping to expand our scope this coming year.

Car sharing is becoming more common on trips and more staff are making use of either the Cycle to Work or electric vehicle schemes.



Utilities

Throughout the year we have had discussions with our office partner regarding the energy, heating and water systems within the office, exploring new tracking methods.

In addition to this, we have added additional posters and guidance in the office to inform staff about small actions they can do to help reduce our utility usage.

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Waste and Recycling

We have developed and communicated information regarding correct waste disposal practices to ensure staff are placing waste in the right bin. We have seen this reflected across the office building, with new recycling bins implemented on all floors, encouraging recycling to be done correctly.

We have also provided all staff with a Driven water bottle to help cut down on single use plastic bottles and cups. The purchase of these bottles also supported a mangrove tree planting initiative where 50 trees were planted in our name.



Community and Partnerships

This year, we made a donation to the Motor Neurone Disease Association during the Christmas period to support their initiatives.

We have begun to research different suppliers to provide staff with sustainably sourced branded workwear in the near future.

We have also integrated ourselves further into the world of sustainability in sport, as we attended the BASIS Conference. It was useful to learn from people in the industry about current best practice and new initiatives being implemented in sporting events and venues.



Accreditations

We managed to meet the requirements of the MSUK Sustainability Accreditation through the development of our sustainability strategy, policy and wider EMS. We were awarded the accreditation in December in line with our target.

We have begun to make progress towards further accreditations in the past months and will look at potential applications soon following further internal discussion and assessments.



NEXT STEPS

After a successful first year, we are determined to continue to improve our sustainable practices.

The following points are key actions we will set for ourselves this coming year. We aim to continuously grow and develop our sustainable strategies to reflect our progress.



Travel Target Setting

Travel is a key part of our operation at Driven and is often unavoidable to ensure projects are successful. Therefore, we are committed to finding a way to reduce our impact whilst retaining the level of service we provide.



Expand Our Travel Tracking Scope

Using the new systems and methods in place, we wish to expand our scope further than just air travel. We are actively exploring ways to do this accurately and effectively.



Relevant Updates to Strategy and Documentation

We will ensure the Sustainability Strategy and Environmental Policy are reviewed to accurately reflect any new targets as well as those that may require updates aligning to current priorities and progress towards those goals.



Gain Further Accreditations

We will aim to target our next accreditation this year, reflecting our progress in the implementation and effectiveness of environmental practices.



Attend More Events

We will aim to be a part of more events regarding sustainability to further expand our knowledge, listen to and learn from industry experts and be kept up with developments within this space.



Integration of Sustainability on Projects

We will continue to develop our awareness of sustainability when developing projects, ensuring our designers understand good practice. Additionally, we will aim to export our knowledge to clients, integrating sustainability further into the world of motorsport.

# Driven.

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