

**Arup**  
**CO2-prestatie ladder**  
Communication plan 2021

ISSUE | 25 May 2021

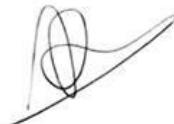
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# Document Verificatie

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# 1 Introduction

In this document Arup b.v. outlines its communication plan for the years 2021 and 2022 within the framework of its sustainability strategy and the CO<sub>2</sub>-Performance ladder. This document is an update of the draft plan 2019-2020, never officially released due to COVID-19 related disruptions of work patterns.

Arup uses both internal and external channels to communicate the implementation of the CO<sub>2</sub>-performance ladder. The earlier communication strategy based on quarterly CO<sub>2</sub>-performance updates, half yearly awareness weeks and yearly CO<sub>2</sub>-target updates have been adjusted to reflect the new reality of working from home.

At the moment of writing this plan, working from home is the norm and no change is expected in this regard in the foreseeable future. Updates on the CO<sub>2</sub>-performance using the screens in the office are now obsolete for now.

Yearly calendar:

Period	CO <sub>2</sub> -ladder			CO <sub>2</sub> -awareness		
	Topic	Method	Topic	Method	Topic	Method
Q1	Update CO <sub>2</sub> -performance	Group meeting presentation at the end of Q1 (March)			Update CO <sub>2</sub> - performance for previous calender year	Arup site
Q2			Report Sustainability in projects		websites	SKAO
Q3	Update CO <sub>2</sub> -performance	Update in group meeting for half year results Q1+Q2.				Arup site
Q4			Sustainability day	External speaker		

Figure 1 Yearly communication calendar

## 2 Communication strategy

### 2.1 Target groups

<b>Target Group</b>	
Internal	<ul style="list-style-type: none"> <li>Employees</li> <li>Project managers</li> <li>Business units Leaders</li> <li>Management team</li> </ul>
External	<ul style="list-style-type: none"> <li>Arup Global and Arup companies</li> <li>Clients: public and private sector</li> <li>Sector / network associations and knowledge exchange platforms:</li> <li>SKAO “Stichting Klimaatvriendelijk Aanbesteden en Ondernemen”</li> <li>Project partners: architects and engineering firms</li> <li>Students and potential employees</li> </ul>

### 2.2 Content per Target Group

In the table below, we explain the content of communication for each target group:

<b>Target group</b>	<b>Content of communication</b>
General	<ul style="list-style-type: none"> <li>Reduction target and progress of Arup bv in meeting these targets</li> </ul>
Internal	<ul style="list-style-type: none"> <li>Actual footprint, reduction goals and measures to be taken to reduce emissions</li> <li>Measured progress in reducing emissions</li> <li>Expected / measured environmental performance of projects using Power BI dashboard</li> <li>Environmental audits on projects</li> </ul>
Arup Global and Arup companies	<ul style="list-style-type: none"> <li>Progress of Arup Netherlands in complying with Arup Regional and Global sustainability strategy and plans.</li> <li>Progress of Arup bv in meeting reduction goals</li> </ul>
Clients, Sector and knowledge exchange platform	<ul style="list-style-type: none"> <li>Carbon footprint, reduction targets and measures (to be) taken.</li> <li>Progress in meeting reduction targets</li> <li>Our measures and visions about a collaborative progress towards more sustainable designs</li> </ul>
SKAO	<ul style="list-style-type: none"> <li>Documents and links required according to certified level requirements of CO2-performance ladder</li> <li>Valid certificates</li> </ul>
Partners and clients	<ul style="list-style-type: none"> <li>Continuous reporting on design propositions, feasibility studies and decisions to increase the sustainability outcome of a project</li> </ul>

## 3 Internal communication channels

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Arup uses multiple channels to convey information on the CO<sub>2</sub>-performance ladder to employees.

### 3.1 Group meetings

The prime channel for internal communication is the group meeting. These meetings are recorded and widely shared within Arup. Twice yearly [March and September] the results of the carbon emissions inventory will be shared in the group meeting.

### 3.2 Sustainable development in our projects-report

From 2021 onwards we yearly publish a summary of sustainable development aspects of our own projects. This will showcase our capabilities in the field of sustainability and improve our own understanding of sustainability in a project context.

The first sustainable development report is scheduled for June 2021.

### 3.3 Training

For all staff we organized on an enrollment basis a training DuboCalc in February 2021 to align ourselves with the standard tool of RWS for sustainability measurement.

All staff members can enroll through our internal training system Moodle in the Learning Path Global Sustainability Practitioner with 5 knowledge streams on sustainability

1. Climate change-
2. Health and wellbeing-
3. ESG responsible business-
4. Sustainable/regenerative design and tools-
5. Sustainability/Frameworks and Certification)

on three levels – Knowledgeable, Skillfull, Expert.

The Climate Change modules are obviously the most relevant, but parts of the Sustainability / Frameworks and Certification modules deal with embedded carbon and ways to calculate that while designing.

## 4 External communication

### 4.1 Website Arup Netherlands

Arup communicates its participation in the CO2-performance ladder system through the website of Arup Netherlands. One of the significant changes in the past year on the Arup Group policy on CO2 has been the adopted goal to be carbon neutral in 2030 and to achieve a 30% reduction in carbon footprint in five years. These goals are reported and measured on the European and global level within Arup.

### 4.2 SKAO

On the SKAO Arup b.v. shares the information according to the requirements of the audit checklist. The information stays available on the website for at least 2 years. Arup is listed on the website of SKAO as a level 5 certified company.

<https://www.skao.nl/gecertificeerde-organisaties/Arup>

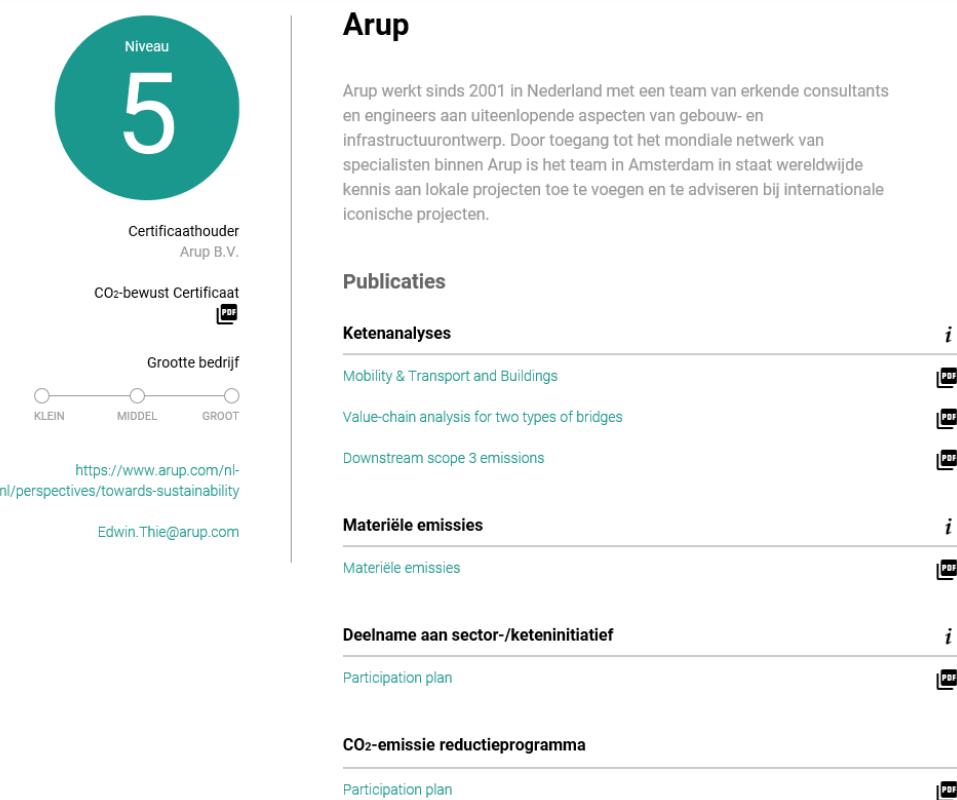


Figure 2 Arup information on the SKAO website (obtained on 31/05/2019)

## 4.3 Clients

As part of the client management with RWS we yearly discuss sustainability issues in our Leveranciersgesprek. Part of the Samenwerkingsovereenkomst 4 with Rijkswaterstaat is the stated intention to collaborate on sustainability. Arup has confirmed this intention.

## Other communication channels

Various other means of communication during the year 2019-2020.

Podcast Waste to value: is circular economy more than just a fad? By Edwin Thie

Webinar Haut Bouwen aan een Houten toekomst 16 december 2020 as part of the Circle Economy <https://www.youtube.com/watch?v=FUEBiTtHHo> by Mathew Vola

<https://teamv.nl/webinar-haut-with-arup-lingotto-ip-van-eesteren-and-team-v/>

<https://circulairebouweconomie.nl/events/webinar-je-maakt-het-met-haut/>

<https://www.houtnatuurlijkvannu.nl/meer-weten-over-hoogbouwen-met-hout-bekijk-dit-webinar-over-haut/>

White paper houten toekomst <https://www.circle-economy.com/resources/building-a-future-in-timber>

SBIR-Team – BoLT communication on LinkedIn and Arup website