Addressing climate change stands as one of the most crucial challenges of our time. As a global leader in market research, ESOMAR is uniquely positioned to create a meaningful impact. Our commitment to sustainability is not merely a promise but a responsibility to our members, our industry, and our planet.

With our new climate pledge, we are confidently establishing ambitious goals to significantly reduce our carbon footprint, champion sustainable practices, and foster a global culture of environmental stewardship. This initiative is not just a policy; it’s a powerful call to action for every member of our community to join us in creating a tangible impact.

By joining the pledge, you commit to the 10 Reduction Actions that will guide you towards a carbon-neutral future:

1. Move to renewable electricity supplier
2. Reduce or replace the use of gas heating
3. Improve the energy efficiency of office/facilities
4. Increase the percentage of recycled waste and reduce the volume of ‘black bag’ waste/refuse
5. Ensure that employee pensions are invested in Net Zero funds
6. Achieve a percentage reduction in business travel emissions / specific reduction in km flown
7. Reduce emissions from employee commuting
8. Switch to Net Zero data storage
9. Begin publishing emissions produced
10. Ask your suppliers about their Net Zero/Climate commitments