

# **NatWest**

# **Digitising Elevations Vision**



**NatWest**  
Group

# Climate positive by 2025

Our priority is to become Climate Positive across our own operations by 2025, so that we offset more carbon than we emit. In 2020 we announced this would be achieved by maintaining our level of carbon offsetting and simultaneously reducing emissions from our own operations a further 25% by 2025 (2019 baseline).

**Climate Action**  
We will become climate positive by 2025 for our own direct operations.

**Relationships**  
We will increase engagement and support from colleagues and suppliers to improve performance.

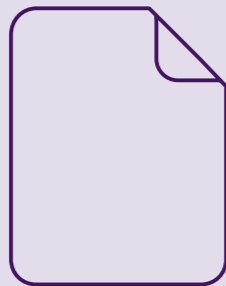


## 2025 Targets

2025 Targets				Colleagues	Suppliers
 <p>Maintain Net Zero Carbon and reduce energy in line with our 1.5° Science Based Target and EP100 commitments.</p>	 <p>Reduce waste to 3kg per FTE per week through prevention, reduction, reuse and recycling.</p>	 <p>RE100 Commitment to use 100% renewable electricity across our global operations.</p>	 <p>Maintain Zero Waste to landfill accreditation across UK &amp; Ireland.</p>	 <p>Support all colleagues to adopt environmentally friendly activities at work, home and in their communities.</p>	 <p>By 2022 we will develop the long terms goals and relationships needed to reduce the impact of our value chain.</p>
 <p>EV100 Commitment to transition all company owned cars to electric and install charging points in more than 600 spaces.</p>	 <p>Eliminate single use plastics from our buildings.</p>	 <p>Increase Scope 3 reporting to include further categories.</p>	 <p>Reduce our paper consumption by 70% against the 2015 baseline.</p>	 <p>Support colleague learning through climate events and networks.</p>	 <p>By 2025 work with select suppliers to innovate collaboratively.</p>

## What part does digital marketing have to play?

A large proportion of our current marketing and advertising is reliant upon printed paper posters, leaflets and booklets. As product offers change and are updated this format of marketing requires regular replacement, involving printing and distribution. Switching to digital alternatives where possible will reduce this paper consumption.



Reduce our paper consumption by 70% against the 2015 baseline.

***Our 2025 target is to reduce paper consumption by 70% from a 2015 baseline. By offering digital alternatives to documents such as bank statements, we will reduce colleague and customer dependence on paper communications and the associated waste.***

***Since 2015, overall paper consumption has reduced 56%, 14% of which was delivered in 2020. Internal staff printing has fallen 47% this year, whilst statements and other customer documents have fallen 6%, in part due to the impact of Covid-19.***

## What form will it take?

The proposed digital marketing will closely resemble currently deployed printed marketing in both form and content. E.g. current A0/A1 paper posters replaced with 55" or 46" digital screens. All content on the screen will be a static nature with minimal animation.



### Current

- A0/A1 Paper Poster
- Non-Illuminated/ Illuminated



### Future

- 55"/46" Digital Screen
- Illuminated

## What are the benefits?

Apart from reduced paper consumption accross our UK wide branch estate, contributing to our carbon positive target, the switch to digital marketing will have other benefits. These benefits will be directly felt by our customers and will have a positive impact on their banking experience.



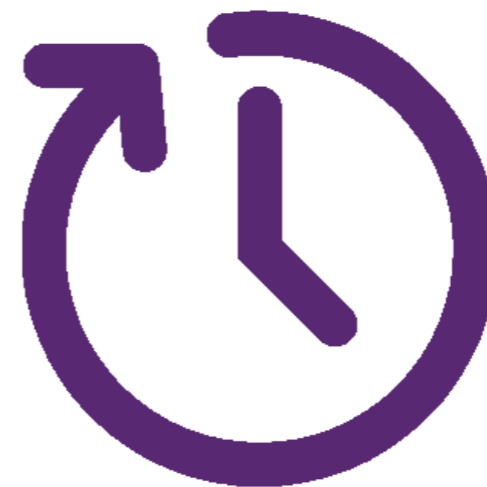
### Reduced Waste

Reduction in amount of waste produced through removal of need for regular replacement as content changes.



### Reduced Carbon

Reduce carbon emissions by eliminating the printing and distribution process.



### Adaptability

Ability for content to be readily updated to respond to changes, keeping customers informed with accurate information. Examples of this would be Covid-19 Safety messages or local, site specific content.



### Accessibility

Ability for content to be more easily tailored and adapted to different installations locations to maintain legibility.

## What are the details?

The standard installation will utilise a proprietary 55"/46" digital screen and frame. The content will be static 'poster-style' marketing and the screens will be illuminated. Screens will either be suspended or within freestanding frames located behind suitable windows in the building.



<b>Screen Size:</b>	<b>55" or 46"</b>
<b>Illumination:</b>	<b>Yes (non-flashing)</b>
<b>Content Type:</b>	<b>Static Graphics</b>
<b>Frame Type:</b>	<b>Proprietary freestanding or suspended structure.</b>