



gleeds
global
challenge

Going the distance to make a difference for our oceans

Gleeds Global Challenge
2024 Report



In partnership with



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At Gleeds, we're committed to making a difference. The Gleeds Global Challenge unites our employees across the globe around a common goal: to have an enduring, positive effect on our planet and in the communities where we work.

First launched in 2015 to celebrate Gleeds' 130th anniversary, our Global Challenge is a bi-annual event which has evolved into a valued tradition of shared impact and meaningful change.

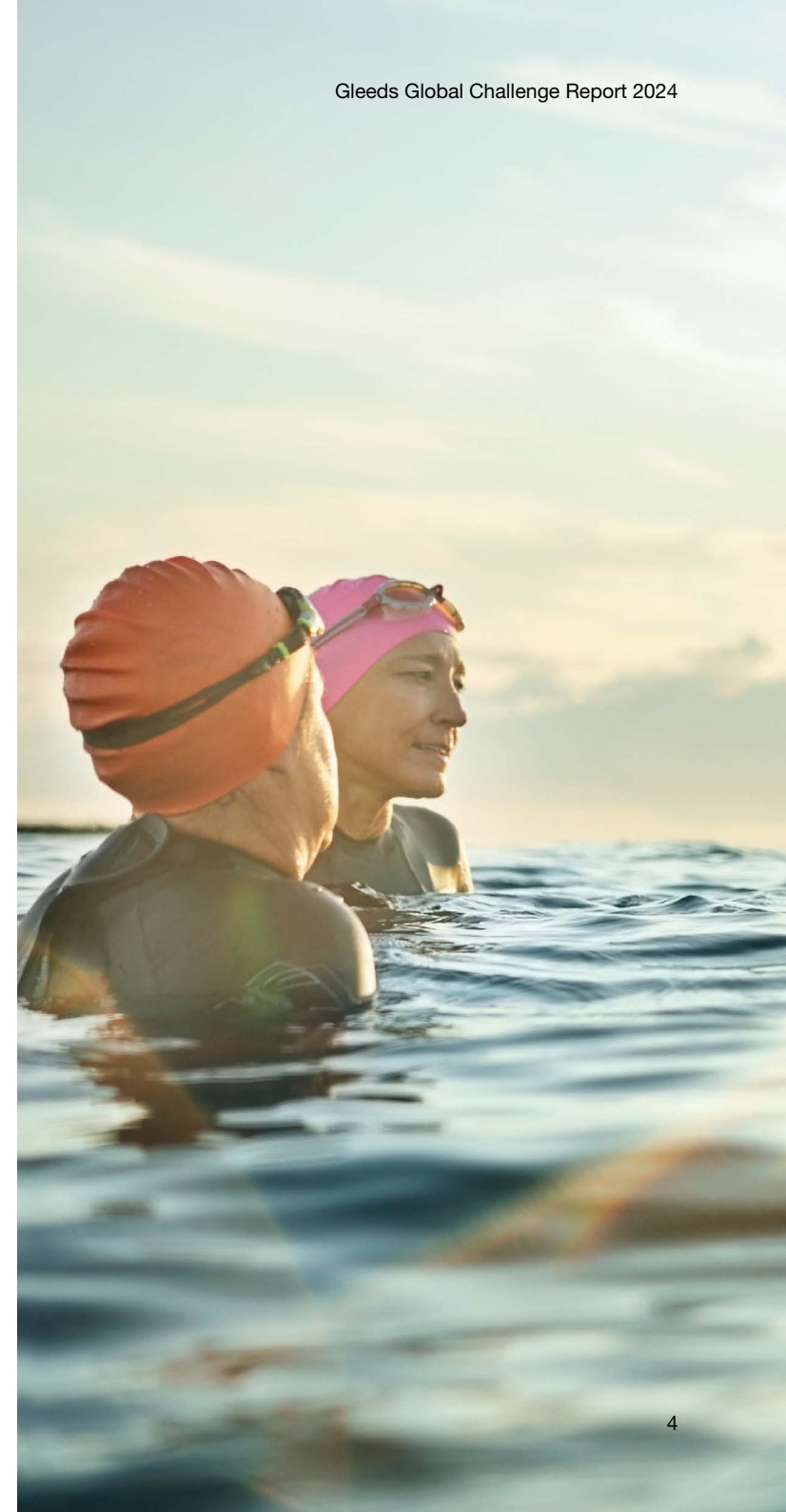
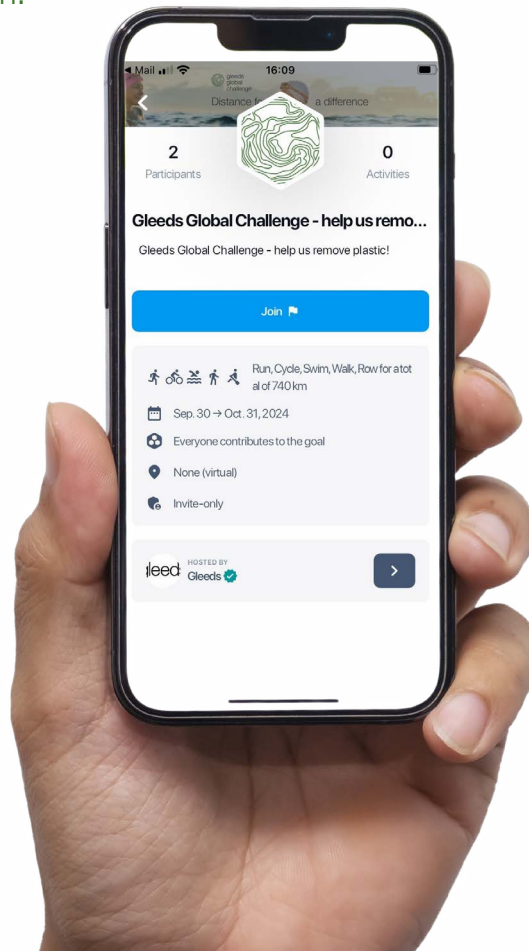
What is the Gleeds Global Challenge?

Uniting for greater impact

To keep track of our colleagues' efforts, we partnered with Climategames, an eco-app converting health and fitness activities into positive climate action.

Thanks to Climategames' unique platform, our Challenge participants were able to keep track of every run, walk, cycle, row or swim; all contributing to our goal of 75,000km.

Once we'd achieved our goal, we joined with our partners at ReSea – who work with local communities in Indonesia to remove, recycle and reuse plastics from the ocean – to translate our colleagues' hard work into real impact.



We saw a 60% increase in volunteering hours since the 2022 Challenge

“

This year's Global Challenge highlighted the shared responsibility of protecting our planet, while simultaneously improving our own physical and mental wellbeing. We saw a 60% increase in volunteering hours since the 2022 Challenge and I would like to thank every individual who participated, and to all the Global Challenge champions who brought their teams together. Our colleagues are a powerful force for change and their passion for making a difference is exceptional.”



Michelle Regent
Chief ESG Officer, Gleeds

I am always delighted to see how we come together to make a difference

“

As with each Global Challenge, I am always delighted to see how we come together to make a difference. Witnessing the camaraderie, the connections and the way our people unite behind one common goal is incredibly uplifting.

The way everyone motivated each other and encouraged their families and friends to get active for this cause – I continue to be inspired by their commitment to our communities and the environment.”



Graham Harle
Chief Executive Officer, Gleeds

A race to remove plastics from our ocean

Action for healthy oceans

After the incredible success of our 2022 campaign, which contributed to reforestation and carbon reduction, we wanted to expand our focus and tackle another critical environmental challenge: **plastic pollution in our oceans.**

Plastic pollution harms marine life, and healthy oceans are vital to a sustainable future. That's why this year Gleeds colleagues participated in a race to remove plastics from our oceans.

835kg of plastic is
the equivalent of

42,000

water bottles!

We challenged our teams across six continents to collectively cover a target distance of 75,000km through exercise — this distance was calculated by mapping a route between our 76 global offices. Achieving the goal of 75,000km meant that our partners at ReSea would remove 835kg of plastic from the oceans, the equivalent of 42,000 water bottles!

To deepen our commitment, each office was also encouraged to organise and participate in a volunteering day in their local community during the month-long Challenge, focusing on either environmental initiatives or plastic removal. As always, our people were thrilled to take on this challenge and make a positive difference for marine life and for the communities in which we live and work.



Why plastics?

- Plastic pollution is a global environmental crisis.
- Plastic pollution creates problems for wildlife and their habitats as well as for human populations.
- More than 500 billion plastic bags were produced worldwide last year. This is the equivalent to one million bags per minute.
- There is more microplastic in the world's water systems than stars in the Milky Way.

Our impact – ReSea Project

Tackling plastic pollution

Based in Indonesia, ReSea Project employs people from the local community to recover plastic from oceans and rivers, while also educating them on preventing further pollution. ReSea is tackling plastic pollution in south-east Asia and helping us transform our efforts into impact, by removing 835kg of plastic from the ocean to be recycled or repurposed.



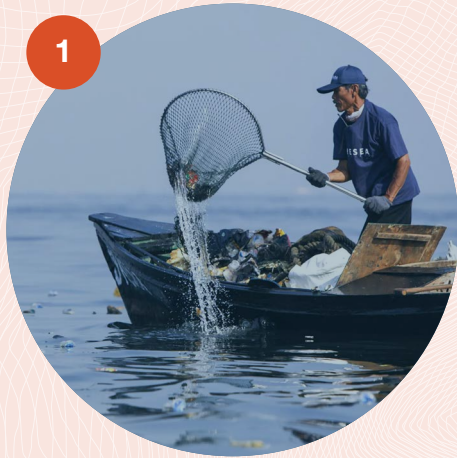
ReSea uses an approach which focuses on reducing waste by keeping materials in use for as long as possible by reusing and recycling them. Their team collects plastic and gives a new life to what was once waste by handing it over to partner organisations or recycling facilities, or converting the plastic into an alternative to fossil fuels to be used in other industries.

ReSea works hard to ensure their work not only abides by the highest standards for plastic collection but also empowers local communities. They are committed to providing safe and fair working conditions for their employees, creating a supportive environment where their people can succeed and grow.

By partnering with ReSea, we're helping create sustainable solutions for both the environment and local communities.



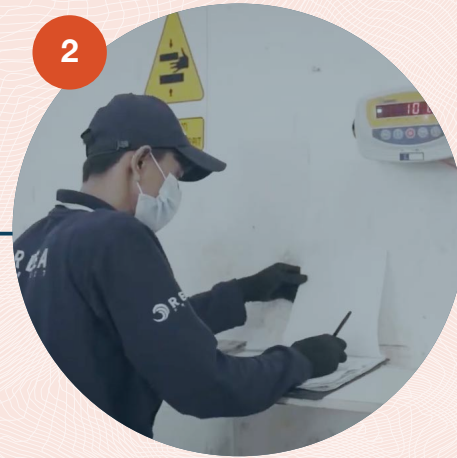
The life cycle of plastic collected by ReSea Project



1



Waste is collected from oceans and rivers by ReSea employees.



2



This waste is then weighed and registered on a specialised system which keeps track of how much plastic is being collected and where it's been collected from.



3



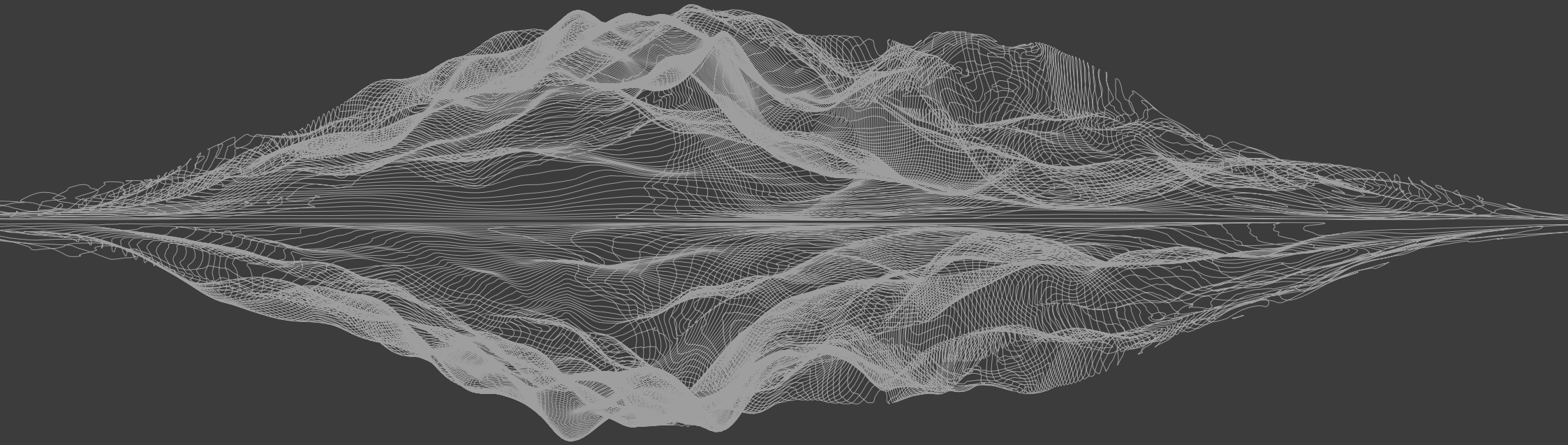
The plastic is sent to a sorting station to be divided by type such as PET, which can be used for water bottles for example, or PP which is often found in textiles or food containers.



4



The divided plastic is sent off to become an alternative fuel source or to be recycled into something new!



Key statistics

Key statistics

75,000km

target distance

6

continents

833

participants

31

days

30+

volunteering events

835kg

of plastics removed

1,545

volunteering hours

Equivalent of

42,000

water bottles

10 UN Sustainable Development Goals supported

The United Nations Sustainable Development Goals (SDGs) are a set of 17 global objectives aimed at creating a better and more sustainable future for all. Participating in the Gleeds Global Challenge has supported 10 of these goals.



1 NO POVERTY



3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS



Connecting,
moving, thriving



Connecting, moving, thriving

This year, 833 Gleeds colleagues across 76 offices joined forces through the Climategames app to tackle marine plastic pollution.

With the help of Gleeds' digital team, who created a virtual map for the Challenge, we took participants on a virtual journey starting from Gleeds' headquarters in London and travelling through Europe, APAC, Peru and North America before crossing the Atlantic and finishing back in London.

Our team logged every walk, run, cycle, swim and more – each activity bringing us closer to our ambitious 75,000km target!



Connecting, moving, thriving

This Challenge also offered real physical and mental benefits for our team. Stepping out of the office and into the fresh air, we all enjoyed the positive effects of physical activity while spending time in nature.

It was also a great chance to connect with colleagues, as teams from Gleeds offices in Atlanta, Hong Kong, Dubai and Qatar organised group walks, tracking their kilometres with the Climatedgames app. In London, CEO Graham Harle joined his team for a lunchtime stroll in Regent's Park, adding to the sense of camaraderie.

In-app, a friendly leaderboard fueled healthy competition, pushing participants to go the extra mile, while a live feed kept the energy high with real-time updates and snapshots from around the world.

We also held a photo competition during the Challenge, inviting colleagues to share their best "in movement" shots, memorable moments with family, friends or colleagues and stunning landscape photos capturing natural scenery. This combination of physical activity, global connection and community involvement made the Gleeds Global Challenge an impactful and memorable experience for all.



Connecting, moving, thriving

Our team pushed themselves physically and mentally for the Global Challenge, inspired by the determination of their colleagues from around the globe.

“

Balancing everything with work and being in the office, the hardest part wasn't doing the exercise, it was having the will to pack my gym bag every night and stick to the plan, no matter what obstacles were thrown in the way during the day. Now that the Challenge is over, it's all about maintaining the consistency of showing up.

I never would have thought I'd be in a competition with all of my fellow Gleeds colleagues on a global scale, but seeing what everyone else was doing and the effort they were putting in only made me more determined to do more.”

George Lam
Gleeds Leeds

Gleeds colleagues enjoyed the camaraderie of the Challenge, forging new connections with one another.

“

The Gleeds Global Challenge has also been an excuse to share time as a team out of our daily work, giving us the chance to grow as a team and realize that we are more than just workmates and that we have more in common than we ever thought.”

Maryam Campana
Gleeds Peru

For some, the Global Challenge was an opportunity to take a break from life's worries while boosting physical and mental health.

“

For me personally, I run a fair amount as it helps me both physically and mentally. I find, especially during the war, running lets me forget about things for a little while. I was, however, a little disappointed as I ran an ultra trail marathon the Saturday before the challenge started and a marathon the Sunday after the event finished, neither of which counted!”

Colin Ross
Gleeds Kyiv



Making a difference in our local communities

Making a difference in our local communities

Beyond personal achievements, our colleagues wanted the chance to give back to their local communities. Each office came together to organise a volunteer day filled with activities focused on environmental sustainability and plastic reduction.



1,545
hours of volunteer time

In addition to the nearly one tonne of plastic removed from our oceans by ReSea, 446 Gleeds volunteers made a tangible difference by giving 1,545 hours of their time with local litter picks, beach and park clean-ups, park maintenance, tree planting and woodland regeneration projects.

“

It was both rewarding and an eye-opening experience to safely collect and remove various items, including beer cans / bottles, plastics, wrappers, and discarded clothing, from the public green spaces. Contributing towards making our environment and local areas cleaner and greener!”

Jamie Monks
Gleeds Leeds

Case study

Peru

Beach clean at Playa Sombrillas

On the shores of Playa Sombrillas near Lima, our Peru team gathered for a group effort to care for their local environment. Wanting to make a tangible difference and raise awareness of the harmful effects of ocean plastics on marine life and communities, the team invited family, friends and even pets to join them for a beach cleanup.

As they walked the coastline, participants collected an impressive 26kg of waste and 4kg of recyclable materials, visibly improving the area. But this day was more than just about cleaning — it became a chance to spark conversations, foster camaraderie and strengthen bonds among those who shared a passion for protecting the environment.

Our team left the event proud of their efforts and motivated to continue raising awareness and making an impact, clearing the way for a more sustainable future one step at a time.



26kg

of waste collected

4kg

of recyclable materials

Case study

Bangalore

Restoring Mangalore Beach

In Bangalore, our team dedicated their volunteering day to cleaning up Mangalore Beach, a stunning natural treasure. Arriving early in the morning armed with gloves and a shared sense of purpose, the Bangalore team set out to restore the coastline.

What began as a Gleeds initiative quickly blossomed into a community effort as local residents, families and children joined in, collecting waste alongside our volunteers.

The enthusiasm from the community was contagious, and our colleagues were delighted by the unexpected opportunity to connect with their local community. Together, they cleaned up an impressive 2km stretch of coastline, removing over 25 bags of plastic waste!

Beyond the cleanup, the team worked to raise awareness about the devastating impact of plastic pollution. Educational stations were set up to engage visitors, sharing insights on how plastic affects the local ecosystem and offering practical tips to reduce plastic use. The team was deeply inspired by the passion of community members, who shared personal stories about their own environmental efforts.



25

bags of waste collected

The day's success has sparked a long-term commitment: Our Bangalore team will now host regular beach cleanups, encouraging the community to stay involved, exchange ideas and contribute to building a cleaner, healthier planet for future generations.

Honourable and individual mentions

Honourable mentions

Highest Volunteering Engagement India



Across our six offices in India, Gleeds colleagues went above and beyond to show up for their local communities. 152 volunteers spent 506 hours cleaning up beaches and parks. The Chennai and Mumbai teams also took the initiative to hand out 150 reusable cloth bags to the community, hoping to reduce plastic bag usage. The enthusiasm expressed by the Gleeds India teams left participants feeling energised and inspired by the difference they were able to make.

“

We truly enjoyed participating and were thrilled to see the energy and enthusiasm across the offices. It was a fantastic opportunity for us to come together, make a positive impact and raise awareness within our communities... We are proud of the positive difference we have made and look forward to contributing even more in the future.”

Jayamurugan Periyasamy

Gleeds Global Challenge Champion
Gleeds India

Most Engaged Region Gleeds Americas



Mane Campos from Gleeds Peru found a new routine that benefited her physical and mental health, and enjoyed the collaborative spirit of friendly competition.

“

I just joined Gleeds mid-September and was still trying to figure out my new daily routine for working out and coming to work since this office is very far away from my home. That was my first encouragement: to have a routine. Mentally, it helped me to have a clear mind every morning to start the day. Another motivation was the competition across the Gleeds globe.

The fun part was always trying to do kilometres in a group. In the last week of the Challenge, a group of us walked around Pentagonito in San Borja, and we each walked 6km that day. I can't wait to repeat it.”

Mane Campos

Gleeds Peru

Individual mentions

Guddio Ricci



Guddio Ricci from Gleeds Italy feels it is our responsibility to take care of our planet and loved sharing his passion for the outdoors with Gleeds and his team during the Global Challenge.

“

I joined the challenge with great enthusiasm since I saw the chance to “materialize” my efforts on outdoor activities into something more than just my own satisfaction.

I strongly believe that, as humankind, we must take care of our environment and reduce as much as possible the impact that our lives have on it. And doing it while enjoying our free time and as part of a global team made me feel so good and also made me more consistent!

Thank you again for the opportunity to share my passions with my company and my colleagues!”

Guddio Ricci
Gleeds Milan

Stephanie Noyce



Stephanie Noyce from Nottingham was motivated to be more active when working from home, even getting her five dogs involved!

“

With five dogs in our house, the first task of the day is always a 5km walk around the local woodland. They’re a great motivator to get outside. I’d also recently bought myself a desk chair that has an exercise bike built into it. I started off the challenge aiming for 16km a day on it, but by the end I was disappointed if I didn’t make it to 22km. I’m hoping to keep up the momentum, if you see me bobbing around on a Teams call, you’ll know why!”

Stephanie Noyce
Gleeds Nottingham

Sarah Park Murray



Sarah Park-Murray from London earned the top position on the Gleeds UK leaderboard logging 1,076km during the Challenge!

“

Thankfully the global challenge coincided with me increasing my weekly training workload as I started joining a bike club group every Wednesday evening and Friday morning. Once I realised that my training was contributing to me being top of the UK leader table, it naturally motivated me to maintain the consistency of training week on week.”

Sarah Park Murray
Gleeds London





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**We'd like to extend a heartfelt thank you
to everyone who participated in the
2024 Gleeds Global Challenge.**

We also want to give a special thanks to our
32 Gleeds Global Challenge champions for
organising, motivating and inspiring our teams,
and for sharing their photos and stories with
all of us – without them, this Challenge would
not have been possible! Thank you all for your
enthusiasm and commitment and for making
this initiative a success.



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