

# Carbon Reduction Plan

Supplier name: Social Engine

Publication date: 29/01/2024

## Commitment to achieving Net Zero

Social Engine is committed to achieving Net Zero emissions by 2040.

## Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

<b>Baseline Year: 01/09/2022 – 31/08/2023</b>	
<b>Additional Details relating to the Baseline Emissions calculations.</b>	
There has been no previous assessment or reporting of emissions. We will therefore use our first reporting period as our baseline and the same information also serves as our "Current Emissions Reporting" in the table below.	
<b>Baseline year emissions:</b>	
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2</sub>e)</b>
<b>Scope 1</b>	<b>0 tCO<sub>2</sub>e</b>  Social Engine staff perform office work from home, the company does not own or rent any offices, sites, or factories. Social Engine has one company car which is fully electric and is charged using renewable electricity and therefore has zero emissions. As a result, no scope 1 emissions are generated by the organisation.
<b>Scope 2</b>	<b>0 tCO<sub>2</sub>e</b>

	Social Engine does not own or rent any sites that it purchases electricity, steam, heat or cooling for. Electricity used by staff working from home is included in scope 3 emissions below.
<b>Scope 3 (Included Sources)</b>	<p><b>3.96 tCO<sub>2</sub>e</b></p> <p>This figure includes emissions caused by business travel (airplane, train, diesel car, underground) and commuting/work from home (electricity and gas) for four members of staff.</p> <p>The company does not engage in any production of goods and did not generate company waste in the reporting year. Work laptops and other office electronics have not been disposed of – the company aims to pass these on to new employees who join.</p> <p>While Social Engine does not produce any goods, client organisations purchase print products through us. Any transport happens straight from the producer to the client organisation and is accounted for by the printing companies and therefore not included here.</p>
<b>Total Emissions</b>	<b>3.96 tCO<sub>2</sub>e – a breakdown of this figure is included in the emissions calculations in Appendix 1.</b>

## Current Emissions Reporting

Reporting Year: 01/09/2022 – 31/08/2023	
EMISSIONS	TOTAL (tCO <sub>2</sub> e)
Scope 1	0 tCO <sub>2</sub> e
Scope 2	0 tCO <sub>2</sub> e
Scope 3	<p><b>3.96 tCO<sub>2</sub>e</b></p> <p><b>Made up of:</b></p>

	<b>Scope</b>	<b>Total metric tons of CO<sub>2</sub>e</b>
	Homeworking	0.9
	Work travel and hotels	0.4
	Air travel	2.6
<b>Total Emissions</b>	<b>3.96 tCO<sub>2</sub>e</b>	

## Emissions reduction targets

In setting our targets to reduce our carbon we sought to benchmark ourselves against comparable SMEs to understand our current impact relative to other similar companies. The absence of reliable data and huge variations in CO<sub>2</sub> emissions among SMEs (as highlighted below) makes this extremely difficult to do.

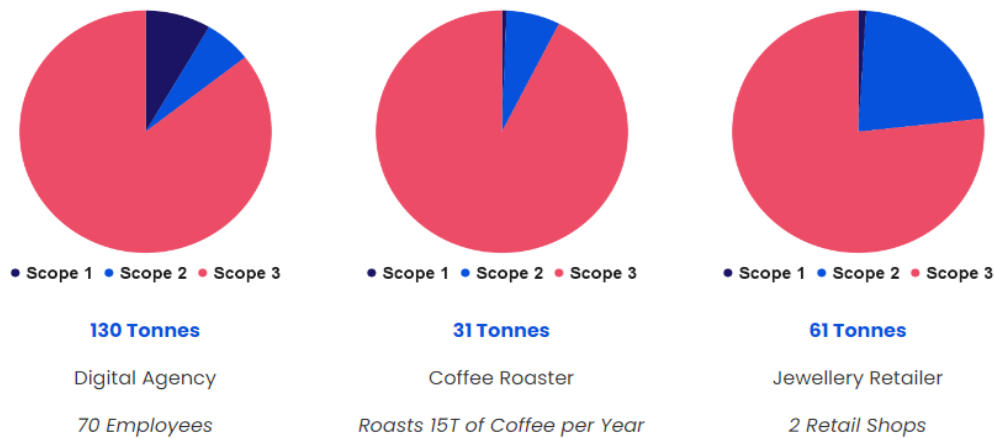
ESG-pro<sup>1</sup> states that according to data from the Carbon Trust, the average small-to-medium enterprise (SME) in the UK generates around 15 tonnes of CO<sub>2</sub> equivalent (tCO<sub>2</sub>e) annually. However, the carbon footprint can vary considerably depending on the sector, location, size, and energy efficiency measures in place. Industries with higher energy consumption, such as manufacturing or hospitality, will have a higher average footprint compared to those in the service sector.

An SME office-based business, with around 10 employees, could expect a carbon footprint in the region of 3.7 tCO<sub>2</sub>e per employee per year. This calculation assumes conventional electricity and gas usage for heating, cooling, and powering office equipment. However, there is a shortage of reliable data and huge variation.

ESG-pro give the following example of three different SMEs carbon emissions, based on real-life data:

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<sup>1</sup> From [www.esgpro.co.uk](http://www.esgpro.co.uk)



The figures for the digital agency, which is closest to our own operations, equate to 1.86 CO<sub>2</sub> Emissions per person (tons). Whilst only an example, this would suggest that our own emissions of 0.989 tons per person are already around half the figure for a comparable SME and around one quarter of the 3.7 tCO<sub>2</sub>e per person emissions suggested by the Carbon Trust for service-based SMEs.

We also recognise that although this is our first attempt to accurately measure our emissions, we have for many years (since being established) sought to adopt practice which keeps our carbon footprint to a minimum, such as conscious decisions such as: not having offices, using remote/digital working wherever practical and where travel is necessary using public transport, having an electric company vehicle etc.

Consequently, whilst we remain committed to becoming a carbon neutral company and ambitious in our desire to contribute to net zero; reducing our emissions is inevitably going to be somewhat harder than a company which has not already adopted such environmentally friendly measures.

We have chosen to set targets to reduce our overall emissions as well as calculations of emissions per person, in order to allow for any fluctuations in the size of our staff team.

We have set one year and five year targets, in order to focus attention on immediate actions we can take to reduce our emissions, whilst also recognising the long-term nature of the challenge to achieve Net Zero.

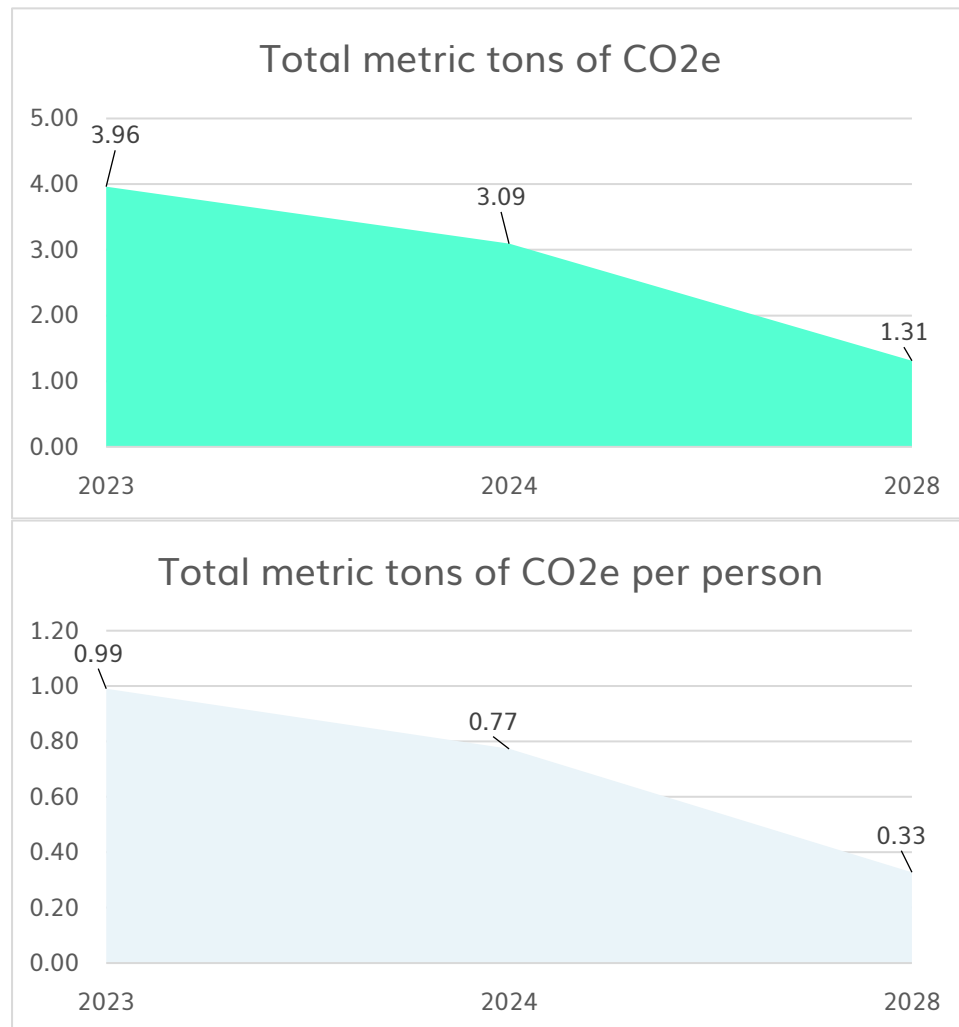
Whilst we will not have achieved Net Zero within a five-year timeframe; we do not consider it worthwhile setting targets beyond five years since there is a high degree of uncertainty with any long-term prediction of this type and we also anticipate significant technological and societal change which will impact on our emissions and steps we can take to further reduce them. We will therefore continue to operate on a 1 year and 5 year rolling planning cycle, updating these annually.

### March 2024 reduction target (1 year)

By the end of next year (March 2024) we expect to achieve a 21.9% reduction in our emissions to 3.09 tCO<sub>2</sub>e (0.7725 tCO<sub>2</sub>e per person)

### March 2028 reduction target (5 year)

We plan to reduce our carbon emissions by 67% over the next five years to 1.31 tCO<sub>2</sub>e or 0.33 tCO<sub>2</sub>e average per person by 2028.



## Carbon Reduction Projects

### Current Carbon Reduction Initiatives

Social Engine has been committed to sustainability and minimising our carbon footprint since the company was established. Key decisions about working practice and business as usual seek to minimise our emissions, whilst seeking to identify where further reductions can be made.

Current measures in place to minimise carbon emissions:

- Not owning or renting any permanent office space and using remote and home working to reduce emissions arising from energy consumption, travel and infrastructure and technology emissions.
- Encouraging the use of sustainable forms of travel, wherever possible, including electric vehicles, cycling, walking and public transport. Where petrol vehicles are required, encouraging car-sharing.
- Extending the life of technology and electronic devices through good management and maintenance. Passing redundant technology on to those who can use it (internal or external) to extend the life-use and reduce recycling/disposal.
- Using digital and remote technologies where possible to reduce travel emissions.

Whilst we recognise that our below average baseline is a positive starting point, we are nonetheless committed to reducing our emissions.

Having calculated our carbon emissions and identified where savings can be made, our key reduction measures are:

#### **Homeworking**

- Encouraging staff to switch to green energy providers – target: reduce homeworker gas and electricity emissions by 75% by year 5
- Continuing to purchase devices that are energy efficient and long-lasting

#### **Work travel**

- Operating a digital-first approach to minimise the amount of work travel required
- Only using electric vehicles for work travel where car use is necessary – target: petrol emissions reduced to zero by year 5
- Whilst we cannot avoid some work travel via public transport – and we cannot control the energy efficiency and emissions of public transport – we expect over time that public transport will become cleaner and greener, thereby reducing our own emissions. Assumption – public transport and taxi-based emissions to reduce by half by year 5.

#### **Air travel**

- Reduce air travel. Target – reduce by one third in year 1 and by a further 50% by year 5.

## Declaration and Sign Off


This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard<sup>2</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>3</sup>.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard<sup>4</sup>.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

### Signed on behalf of the Supplier:



Toby Blume, Director

Date: 25<sup>th</sup> January 2024

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<sup>2</sup><https://ghgprotocol.org/corporate-standard>

<sup>3</sup><https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>4</sup><https://ghgprotocol.org/standards/scope-3-standard>

## Appendix 1 – Emissions calculations

2022-23 (baseline)

Description	Metric tons of CO <sub>2</sub> e	% of total emissions
Homeworker electricity emissions (home office)	0.1	3.1%
Homeworker electricity emissions (air-conditioning)	0.0	0.8%
Homeworker gas emissions	0.8	19.2%
Train emissions (in work travel)	0.2	6.0%
Underground emissions (in work travel)	0.1	2.1%
Petrol emissions (in work travel)	0.1	1.4%
Bus emissions (in work travel)	0.0	0.4%
Taxi emissions (in work travel)	0.0	0.5%
Plane emissions	2.6	66.5%
Hotel emissions	0.0	0.1%
<b>Company CO<sub>2</sub> Emissions (tons)</b>	<b>3.96</b>	

Emission category	Total metric tons of CO <sub>2</sub> e
Homeworking	0.9 (23%)
Work travel	0.4 (10.4%)
Air travel	2.6 (66.5%)

2023-24 (year 1)

Description	Metric tons of CO <sub>2</sub> e	% of total emissions
Homeworker electricity emissions (home office)	0.1	3.9%
Homeworker electricity emissions (air-conditioning)	0.0	1.0%
Homeworker gas emissions	0.8	24.6%
Train emissions (in work travel)	0.2	7.7%
Underground emissions (in work travel)	0.1	2.6%
Petrol emissions (in work travel)	0.1	1.8%
Bus emissions (in work travel)	0.0	0.5%
Taxi emissions (in work travel)	0.0	0.6%



Plane emissions	1.8	57.1%
Hotel emissions	0.0	0.1%
Company CO <sub>2</sub> Emissions (tons)	3.09	

## 2027-28 (year 5)

Description	Metric tons of CO <sub>2</sub> e	% of total emissions
Homeworker electricity emissions (home office)	0.0	2.3%
Homeworker electricity emissions (air-conditioning)	0.0	2.3%
Homeworker gas emissions	0.2	14.5%
Train emissions (in work travel)	0.1	9.1%
Underground emissions (in work travel)	0.0	3.1%
Petrol emissions (in work travel)	0.0	0.0%
Bus emissions (in work travel)	0.0	0.6%
Taxi emissions (in work travel)	0.0	0.8%
Plane emissions	0.9	67.3%
Hotel emissions	0.0	0.0%
Company CO <sub>2</sub> Emissions (tons)	1.31	

Emission category	Total metric tons of CO <sub>2</sub> e	Change in CO <sub>2</sub> e from baseline
Homeworking	0.3 (19.1%)	↓0.6 (-67%)
Work travel	0.2 (13.6%)	↓0.2 (-50%)
Air travel	0.9 (67.3%)	↓1.7 (-65%)