



CARBON REDUCTION PLAN

1ST December 2024

CURIOSITY
CREATES
THE
UNEXPECTED

Carbon Reduction Plan

Supplier name: Golley Slater Group Limited.....

Publication date: December 2024.....

Commitment to achieving Net Zero

Golley Slater is committed to achieving Net Zero emissions by 2050.

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.

Baseline Year: FY 2022	
Additional Details relating to the Baseline Emissions calculations.	
Baseline year emissions: FY 2022	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	In 2022 our group wide Scope 1 emissions were 5.13 tCO ₂ e.
Scope 2	In 2022 our location bases emissions for Golley Slater group offices were 75.28 tCO ₂ e
Scope 3 (Included Sources)	<p>4. Upstream transportation and Distribution</p> <p>We are a services provider and therefore do not have upstream transportation and distribution related to products.</p> <p>5. Waste generated in operations</p> <p>All our UK businesses run very stringent recycling programmes at our offices which substantially reduces the production of waste.</p> <p>Using the latest commercial industrial waste landfill emissions factor of kgCO₂e per tonne of waste to report emissions as 0.0041 tCO₂e</p>

6. Business travel

Our UK Group air travel emissions for 2022 were 0 tCO₂e

Other business travel: Business travel emissions from vehicles from all our UK Companies amounted to 9.64 tCO₂e

Business travel emissions from Rail Travel from all our UK companies amounted to 0.29 tCO₂e

Our emission from overnight hotel stays in 2022 were 0.67 tCO₂e

7. Employee commuting

We have analysed office attendance of all employees and freelancers attending Golley Slater offices over FY22 using our digital office attendance system to obtain actual days worked in the office for our UK businesses, along with an analysis of postcodes, and assumed that more than 90% of journeys into the offices are by public transport, then applied the appropriate emissions factors to the employee postcodes.

Using the above methodology, employee commuting emissions were 9.99 tCO₂e.

8. Employee home working

We have analysed office verses home working attendance of all employees and freelancers by number of staff and by looking at attendance at Golley Slater offices from the factors in 7 above, then applied the appropriate emissions factors to estimate homeworking emissions.

Using the above methodology, employee home working emissions were 89.98 tCO₂e.

9. Downstream transportation and distribution

We are a services provider and therefore do not have downstream transportation and distribution related products.

Our total Scope 3 emissions in 2022 from categories included in this report were: 110.57 tCO₂e.

Total Emissions

Our total emissions using market-based emissions for Scope 1, Scope 2 and sources from Scope 3 for 2022 were 190.98 tCO₂e

Current Emissions Reporting

Reporting Year: FY 2024	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	In 2024 our group wide Scope 1 emissions were 0.44 tCO ₂ e.
Scope 2	<p>In 2024 our location bases emissions for Golley Slater group offices were 42.77 tCO₂e.</p> <p>We continued to benefit from the Total Energies 100% renewable sources that was purchased for our Leeds offices' electricity supply in 2023. We have since consolidated both offices to one site with green energy. Our market-based emissions for our Leeds site remains 0 tCO₂e.</p>
Scope 3 (Included Sources)	<p>4. Upstream transportation and Distribution</p> <p>We are a services provider and therefore do not have upstream transportation and distribution related to products.</p> <p>5. Waste generated in operations</p> <p>All our UK businesses run very stringent recycling programmes at our offices which substantially reduces the production of waste.</p> <p>Using the latest commercial industrial waste landfill emissions factor of kgCO₂e per tonne of waste to report emissions as 0.73 tCO₂e</p> <p>6. Business travel</p> <p>Our UK Group air travel emissions for 2024 were 3.68 tCO₂e</p> <p>Other business travel: Business travel emissions from vehicles from all our UK Companies amounted to 9.04 tCO₂e.</p> <p>Business travel emissions from Rail Travel from all our UK companies amounted to 4.61 tCO₂e.</p> <p>Our emission from overnight hotel stays in 2024 were 1.01 tCO₂e</p> <p>7. Employee commuting</p>

	<p>We have analysed office attendance of all employees and freelancers attending Golley Slater offices over FY24 using our digital office attendance system to obtain actual days worked in the office for our UK businesses, along with an analysis of postcodes, and assumed that more than 70% of journeys into the offices are by public transport, then applied the appropriate emissions factors to the employee postcodes.</p> <p>Using the above methodology, employee commuting emissions were 19.59 tCO₂e.</p> <p>8. Employee home working</p> <p>We have analysed office verses home working attendance of all employees and freelancers by number of staff and by looking at attendance at Golley Slater offices from the factors in 7 above, then applied the appropriate emissions factors to estimate homeworking emissions.</p> <p>Using the above methodology, employee home working emissions were 77.4 tCO₂e.</p> <p>9. Downstream transportation and distribution</p> <p>We are a services provider and therefore do not have downstream transportation and distribution related products.</p> <p>Our total Scope 3 emissions in 2024 from categories included in this report were: 116.31 tCO₂e.</p>
Total Emissions	Our total emissions using market-based emissions for Scope 1, Scope 2 and sources from Scope 3 for 2024 were 159.52 tCO₂e

Emissions reduction targets

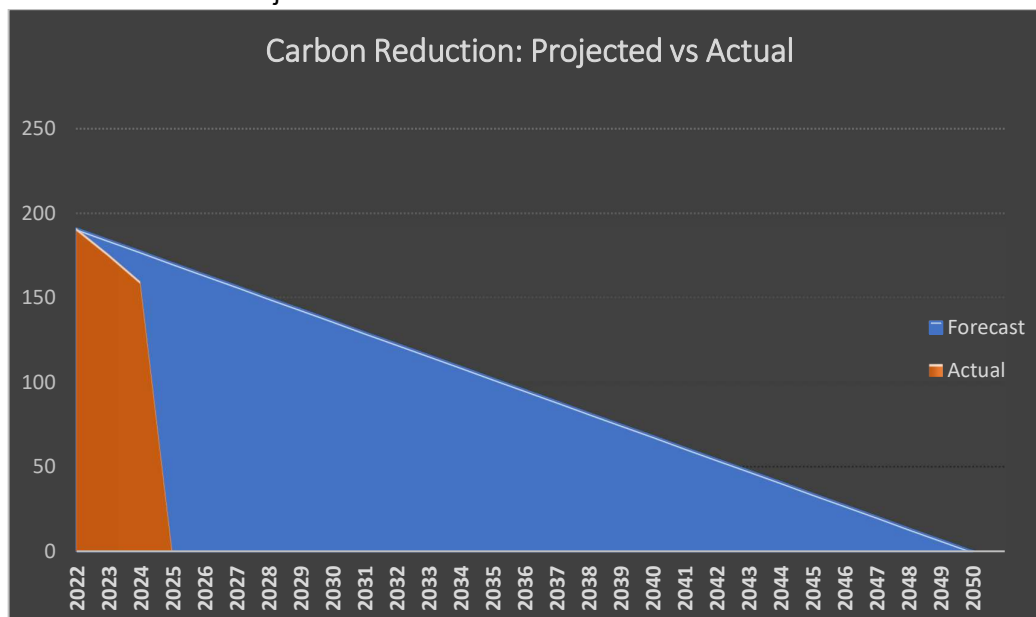
Golley Slater has taken FY22 as a reference point, being our baseline and compared progress each year to gauge our carbon reduction progress. As we emerge from the COVID-19 pandemic and resume normal operations, it has become clear that FY22 was still impacted by the pandemic, especially regarding business travel. Despite this, Golley Slater has managed to cut CO₂ emissions by 16.5% from FY22 to FY24. When comparing FY2024 to our FY2022 baseline, we have identified that travel remains an area for further improvement. As the world returns to pre-pandemic levels of mobility, we will endeavour to find more sustainable modes of transportation. To advance towards Net Zero, we have set new carbon reduction targets, informed by our progress and new initiatives aimed at further lowering our carbon emissions.

When discussing our total carbon reduction of 16.5% between FY2022 and FY2024, it must be noted that this reduction has been positively weighted by the reduction in Scope 1 and Scope 2. Indeed, our transition to green suppliers for our Leeds site has had a significant impact in reducing our emissions. One of our main focuses moving forwards is reducing our Scope 3 emissions. As noted above, we are mindful of the challenges posed by increases to business-related travel in the post-pandemic world. Nonetheless, we are committed to further reducing our Scope 1, 2, and 3 emissions. We endeavour to reduce our overall emissions across all three scopes by over 5% in FY2025. This is in line with our overall goal to become Carbon neutral by 2050.

We project that carbon emissions will continue to decrease over the next five years to below 150 tCO₂e by 2028. This is a reduction of over 20% and is on our projected target set in FY2022.

Progress against these targets can be seen in the graph below:

Carbon Reduction: Projected vs. Actual:



Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the FY22 baseline. The carbon emission reduction achieved by these schemes equate to 31.46 tCO₂e, a 16.5% reduction against the FY22 baseline.

Golley Slater carbon reduction projects

Golley Slater Group recognises that its activities impact upon the environment. Consequently, we embrace the principles of sustainable development and are committed to continual environmental improvement. We acknowledge an ethical and social responsibility for, and a commitment to, protection of the environment at all levels and strive to promote suitable environmental management policies and practices at every level and within every department of the company. So much so, at each of our locations within the group there is now a dedicated Environment Officer to guide colleagues on the company's environmental best practice and standards.

In order to reduce our Scope 1 & 2 emissions, to date we have:

- The Environment Officer oversees each of their company departments, each department undertaking the following best practice by raising awareness of environmental issues, encouraging participation and providing training where necessary in environmental matters.
- Undertaken a refurbishment to LED lighting at our Cardiff, Leeds and London offices.
- Undertaken building management optimisation initiatives.
- Purchased renewable energy for our Leeds office at contract renewable, an exercise that will be reviewed at the appropriate time when other office supply contracts are up for renewal.
- Implementation of Teams telephone and video telephony to reduce travel requirements.
- Our production teams use AdGreen (a market leading carbon calculator designed to help advertising and communications professionals implement measure to reduce emissions in their work) and we have started to apply this to all our productions.
- We have encouraged the reduction of the number of employees coming to work by car, through initiatives such as encouraging walking and cycling; at our offices we offer secure bike storage and have showers available to staff who cycle to work. We also encourage and facilitate the use of car sharing and public transport. All new company cars are now zero emissions vehicles.
- Media and production departments ensure that any and all newspapers and magazines and printed collateral are recycled on a weekly basis, each office having paper recycling bins. For all correspondence the first option is always a paperless solution.
- Introduced separate recyclable processes for all office wastage, making it easy for staff to recycle, this process has seen the majority of wastage being recycled materials, resulting in very little waste now going to landfill as demonstrated in our very low wastage emissions. It is our target to reduce landfill waste to zero within 5 years.
- All printer cartridges and toners are retained for collection and recycling.
- All paper used in printers and faxes is sourced from suppliers who manufacture using ECF pulps from fully sustainable and responsibly managed forests. We reuse paper wherever possible, i.e. in fax machines.
- Creative Studio and Production Departments utilise the technology available to minimise the use of paper, artwork is transmitted electronically wherever possible; via ISDN and Adfast. Quickcut is used instead of traditional repro adplates. Artwork is transmitted both internally and to clients in

electronic pdf format. All used printer cartridges are retained for collection by a designated local charity who benefit from the funds from recycling.

- When sourcing new equipment and resources we try to consider the environment in the sourcing process. All redundant PCs and other waste electrical equipment are dismantled via an environmentally friendly process and where possible recycled via Stone Group.
- Mobile phones are collected by the IT team for recycling via a local charity. Battery recycling points are contained within the IT department at each site.
- Any and all waste lighting, fluorescent tubes and light bulbs are recycled via Shamrock.
- All these measures are put in place with the aim to minimise Golley Slaters' environmental impact.

In the future we hope to implement further measures such as:

- Setting and implementing more accurate science based monitoring and reporting of our emissions to update our long term net zero 2050 target.
- Implementing energy efficiency measures in all our offices and undertaking behaviour change campaigns around energy use, best practice and recycling.
- Encouraging employees to return to offices where carbon emissions can be tightly controlled to reduce the carbon footprint of homeworking, while at the same time encouraging low emission travel such as walking, bicycles or public transportation.
- The business has been undertaking an investment programme across our office estate to upgrade our lighting to more environmentally friendly LED lighting, Cardiff, Leeds and London are now complete and we are awaiting finalising our Cirencester site.
- Each office is seeking to minimise consumption through efficient use of electrical appliances, air conditioning systems and hot water systems and encourage the use of renewable energy sources, where by the transfer of supply at our Leeds and London offices are now with a 100% renewable supplier, we are investigating ways that our Cardiff and Leeds sites upon contract renewals that we may also transfer to 100% renewable suppliers to reduce our Carbon footprint further.
- Encouraging our suppliers through our new supplier code of conduct to share our commitment to net zero emissions, and we will begin the process of gathering emission data from suppliers to ensure we are procuring low carbon emissions solutions.
- We are also reviewing the use of carbon calculators across our business to ensure we prioritise low carbon solutions.

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 standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

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) Standard³.

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:



Date: ...1st December 2024.....

¹<https://ghgprotocol.org/corporate-standard>
²<https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>
³<https://ghgprotocol.org/standards/scope-3-standard>



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