

Carbon Reduction Plan

Supplier name: Define Research & Insight Ltd
Publication date: 29 February 2024

This is Define Research & Insight Ltd's second submission for a full Carbon Reduction Plan.

Our Baseline Year ran from 1 March 21 to 28 February 22.

Commitment to achieving Net Zero

Define Research & Insight Ltd is committed to achieving Net Zero emissions (up to 90% reduction of 2021-2022) emissions by 2030.

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: 1 March 2021-28 February 2022

We have based our emissions on calculations for our five full time staff working across a distributed WFH network using the www.carbonfootprint.com online calculator.

We have achieved the 'assessed organisation' carbon footprint standard because of the online assessment being verified.

We offset our footprint by purchasing offsetting products through www.carbonfootprint.com.

Baseline year emissions: 1 March 2021-28 February 2022

This was our first and baseline year of reporting, there has been no previous record of CO2 emissions.

EMISSIONS TOTAL (TCO2E) 3.31 TONNES OF CO2E

Carbon Footprint's calculation uses the emission factors developed by the Department for Environment, Food and Rural Affairs (DEFRA) and the Department for Business, Environment & Industrial Strategy (BEIS) for reporting emissions.

Year 1 (Baseline) emissions: 1 March 2021 – 28 February 2022

Scope	Element of Footprint	Tonnes of CO ₂ e
Scope 1	Company car travel	0.36
Scope 2 & 3	Electricity consumption ¹	2.73
Scope 3	Bus travel	0.2
	Tube travel	0.02
	Taxi travel	0.12
	Waste (paper and printer cartridges)	0.69
Total emissions (tCO₂e)		4.09

Year 2 emissions: 1 March 2022 – 28 February 2023

Scope	Element of Footprint	Tonnes of CO ₂ e
Scope 1	Company car travel	0.33
Scope 2 & 3	Electricity consumption ²	2.4
Scope 3	Bus travel	0.2
	Tube travel	0.02
	Taxi travel	0.1
	Waste (paper and printer cartridges)	0.69
Total emissions (tCO₂e)		3.74

Year 3 emissions: 1 March 2023 – 29 February 2024

Scope	Element of Footprint	Tonnes of CO ₂ e
Scope 1	Company car travel	0.3

¹ Includes emissions from electricity generation (scope 2) and transmission & distribution (scope 3).

² Includes emissions from electricity generation (scope 2) and transmission & distribution (scope 3).

Scope 2 & 3	Electricity consumption ³	2.1
Scope 3	Bus travel	0.1
	Tube travel	0.02
	Taxi travel	0.1
	Waste (paper and printer cartridges)	0.69
Total emissions (tCO₂e)		3.31

Of the five scope 3 categories mentioned under PPN 0621, only travel is relevant to our business and only in a minimal sense as we all work from home.

Business commuting does not apply to Define's business model as all employees work from home and deliver to clients online.

Upstream and downstream transportation are not considered to be relevant to Define's operations. Define does not manufacture, store or distribute physical goods to clients; we provide consultancy services only.

Waste is included in the scope which considered printer cartridges (0.05 tCO₂e) and paper (0.64 tCO₂e) which are both recycled. The total emissions were 0.69 tCO₂e.

Emissions reduction targets

To continue our progress to achieving Net Zero, we aim to reduce our carbon footprint by 10% per annum over the next 5 years. We will conduct a formal review in 2027 to assess our progress towards Net Zero.

We have adopted the following carbon reduction targets.

- a.) We will continue to reduce our travel/commute costs for all staff and have put in place a formalised, annual travel policy review for all staff for necessary business travel and wherever possible use alternative options (e.g. online) for meetings and collaboration.
- b.) We will transfer all our company electricity policies to green-sourced products on a 100% renewable tariff, already have a zero-commute and car-share scheme in place and encourage all employees to do the same.

Carbon reduction projects

Define operates a WFH model and has done for 20+ years. The directors have run a carbon neutral domestic household for 14+ years with 2KW of photovoltaic solar and a vacuum-based water heating system since 2009. We have a registered office at Unit 2, 30 Calvin St, London E1 6NW, however this is not used by our team.

^{3 3} Includes emissions from electricity generation (scope 2) and transmission & distribution (scope 3).

All Define employees use online working tools to collaborate and deliver our projects. All our work is based in the UK - we do not use airlines during our work. For the last three years our work has not involved any commute to client offices or travel to respondent locations for fieldwork purposes. The company directors use an electric vehicle as a company car and use public transport for our business travel.

Define's existing and ongoing environmental policy

We are committed to providing a quality service in a manner that ensures a safe and healthy workplace for our employees and minimises our potential impact on the environment. We operate in compliance with all relevant environmental legislation, and we strive to use pollution prevention and environmental best practices in all we do.

Having worked for the Department of the Environment and the Energy Saving Trust we are very familiar both as individuals and as a company of the very real pressures on the climate and environment.

Specifically, we:

- Operate a reduced-energy business operating with home working context only.
 - All staff reduce their carbon footprint through our zero-commute strategy
 - A car share scheme is used for travel to fieldwork and meetings as appropriate
- Integrate the consideration of environmental concerns and impacts into all our decision-making and activities
- Are a shareholder in the Muswell Hill Sustainability Group (<http://mhsgroup.org/>) – a local initiative aimed at raising awareness and engagement in all kinds of environmental issues and N10ergy - a local renewable energy company dedicated to managing the income from solar energy production and ploughing the profits into further projects to cut carbon emissions
- Promote environmental awareness among our employees and encourage them to work in an environmentally responsible manner
- Train, educate and inform our employees about environmental issues that may affect their work
- Reduce waste through re-use and recycling by:
 - Purchasing recycled, recyclable or re-furbished products and materials where these alternatives are available, economical and suitable
 - Re-using paper (unless confidential)
 - Donating materials for re-use, refurbishment or sale to a range of organisations
- Promote efficient use of materials and resources throughout our facility including water, electricity and other resources, particularly those that are non-renewable
- Avoid unnecessary use of hazardous materials and products, seek substitutions when feasible, and take all reasonable steps to protect human health and the environment when such materials must be used, stored and disposed of
- Purchase and use environmentally responsible products accordingly
- Communicate our environmental commitment to clients, customers and the public and encourage them to support it
- Help reduce our carbon footprint by annual tree planting/certified carbon offsetting to achieve carbon neutrality through www.carbonfootprint.com

- Strive to continually improve our environmental performance and minimise the social impact and damage of activities by periodically reviewing our environmental policy in light of our current and planned future activities
- Further, the directors of Define have a thermally heated hot water system and peak 2KW photo voltaic system to supply electricity to their home and back into the grid via the FIT (feed in tariff)

Declaration and Sign Off

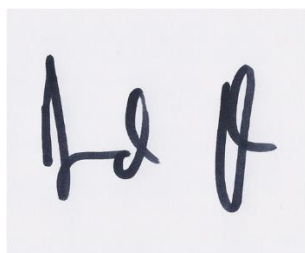
This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans. Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard⁴ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting⁵.

Scope 1 and Scope 2 emissions have been reported in alignment 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) Standard⁶.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors.

Signed on behalf of Define Research & Insight Ltd: David Proctor, Director

Date: 29 Feb 2029



Signature:

⁴ <https://ghgprotocol.org/corporate-standard>

⁵ <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

⁶ <https://ghgprotocol.org/standards/scope-3-standard>