

## OUR CLIMATE PLEDGE

Reverberate commits to absolute net zero emissions by 2030 at the latest and to offsetting to reduce emissions that cannot be eliminated...

We recognise that we are facing a climate emergency and so we have committed to reducing all our carbon emissions, across Scope 1, 2 and 3, to net zero by 2030 at the latest – 20 years ahead of the targets set in the Paris Agreement.

Our business is relatively simple. We have no premises, as we adopted low-carbon working practices when we established the business in 2007, with our entire team working from their homes across the UK. This reduces unnecessary travelling and commuting. We are a service business, so we have no raw materials, nor any products, so no associated carbon footprint.

### Scope 1 emissions

Our Scope 1 emissions – those direct emissions from owned or controlled sources – are limited to the impact from the use of one company-owned vehicle.

Travel is essential in the delivery of our client work, so our focus on reducing Scope 1 emissions in the short term will be to minimise unnecessary mileage through better travel planning, and to focus on maximising fuel efficiency.

The company-owned vehicle is a modern diesel, operating to EURO 6.2 emissions standards. Whilst at present it is run on conventional mineral diesel due to the logistical practicalities of operating on an alternative fuel, it is manufacturer-approved to run using hydrotreated vegetable oil ('HVO'). This is a biofuel which has been officially certified as a sustainable fuel by the International Sustainability and Carbon Certification (ISCC) and which delivers a 90% reduction in greenhouse gas emissions. HVO is also non-toxic and non-carcinogenic. As such, we will investigate the potential for purchasing bulk supplies of HVO, as we see this offering an immediate and easily implemented carbon saving.

In the medium term, as vehicle choice and infrastructure improve, we would envisage replacing this vehicle with an electric vehicle.

Our target is to reduce Scope 1 emissions by at least 50 per cent by 2025 and eliminate them by 2030.

### Scope 2 emissions

Due to the nature of our business, we do not have any Scope 2 emissions – those indirect emissions from the generation of purchased energy – as we do not purchase any energy.

### Scope 3 emissions

Like most businesses, our Scope 3 emissions – those indirect emissions not included in Scope 2 that occur in the value chain of a business – are our greatest greenhouse gas contributor.

Measuring and eliminating Scope 3 emissions is difficult and sometimes not even possible. As such, we are focusing on the most relevant Scope 3 emissions, as outlined below:

- Homeworking (including emissions from regular associates who are not employees)
- Employee travel in their own vehicles or hire cars
- Use of public transport (including flying, trains, buses, taxis, etc.)
- Hotel stays
- Waste
- Recycling



We have identified other Scope 3 elements, which could be significant but are not currently possible to accurately measure, in particular the emissions from the use of cloud server data storage. At present, this is excluded from our footprint for this reason, however, we will look to include it when possible. We are also encouraged that our current provider has committed to using 100% renewable energy to power its datacentres by 2030, which fits with our net zero ambitions.

In terms of future focus, our largest emissions come from homeworking, from travel - particularly air and car travel by employees - and from hotel stays.

When it comes to emissions from homeworking, we did not have sufficient data to accurately calculate real emissions at the outset of this net zero journey, and so have utilised a carbon modelling tool certified by The Carbon Neutral Protocol to estimate homeworking emissions for our 2018/19 and 2019/20 financial years. We have based this calculation on 9 full time equivalent ('FTE') employees (we have nine employees but only 8 FTEs due to some employees working part-time) to provide an allowance for two part-time associates, who are also home-based but undertake regular work for us each month.

Over the coming year, our focus will be on accurately establishing the real emissions from homeworking for our business. We believe it is already significantly lower than the modelled data, as many of our team are already using renewable energy at home, but we have erred on the side of caution at this stage as we would rather overstate emissions than underestimate them. Once we have established the real emissions from homeworking, we will also look to incentivise the uptake and continued use of renewable energy by our team.

As outlined above, travel is an essential part of the effective delivery of our services to our geographically-diverse client base, which also necessitates overnight stays, but we will seek to optimise travel through better planning, particularly around our use of flights. We will also look to incentivise the adoption of lower emission vehicles by employees.

Finally, whilst our use of paper and other materials is currently exceptionally low, we will work to eliminate any unnecessary use to minimise associated emissions.

Our aim is to reduce Scope 3 emissions by 50% by 2026 and eliminate them by 2030. Our ability to achieve this will be largely determined by the improvements in infrastructure around net zero travel, as well as our employees' ability and willingness to adopt renewable energy in their homes and seek lower emission travel choices. We anticipate we may have to continue to utilise some offsetting to achieve a net zero position by 2030 in this area.

### Measurement of current emissions

When we have measured emissions for the financial years starting 1 November 2018 (FY 18/19) and 1 November 2019 (FY 19/20), we have endeavoured to do so as accurately as possible. Where actual data is available, we have used that.

Where this is not the case, we have used recognised calculation factors, as provided by The Carbon Neutral Protocol via Natural Capital Partners, and the UK Government GHG Conversion Factors for Company Reporting, as provided by the Department for Business, Energy and Industrial Strategy and the Department for Environment, Food and Rural Affairs.

We will continue to refine our measurement processes moving forward, as well as looking to extend our Scope 3 measurements as broader measurement becomes possible.

### Offsetting

Having set out to achieve net zero in absolute emissions by 2030 at the latest, we have also decided to completely offset actual emissions from the start of our last full financial year (1 November 2019) and on an ongoing basis. Of course, we understand that offsetting alone won't solve climate change, so this won't slow down our ambition to get to absolute net zero as quickly as we can, but we felt it important to mitigate our climate impact as soon as we could.

We've chosen to work with Natural Capital Partners and are purchasing high-quality carbon credits that meet the requirements of The Carbon Neutral Protocol. We're pleased to say that means we are now a Certified Carbon Neutral® company.

Natural Capital Partners offers a range of offset portfolios, including:

- Power portfolio: Supporting the global generation of renewable energy
- Health portfolio: Supporting improved health and well-being for households and communities
- Habitat portfolio: Supporting the conservation and restoration of forests and biodiversity

We've chosen to support the habitat portfolio, which supports projects that conserve and restore forests around the world, making a positive contribution to stopping global deforestation and supporting forest communities in building sustainable livelihoods, whilst protecting trees and biodiversity. This portfolio was selected as it seemed to be the best fit with our values and the agricultural industry we serve.

Specifically, this portfolio includes avoided deforestation (REDD+) and reforestation projects. Located primarily in the Southern hemisphere, including Indonesia, Brazil and Malawi, these projects are vital to help protect and restore the world's rich biodiversity, as deforestation and degradation directly contributes to 10-15% of global greenhouse gas emissions, and also reduces the capacity of forests to sequester carbon dioxide.

The projects in this portfolio deliver a number of sustainable development benefits:



Promotes sustainable land use practices and tree planting to improve soil fertility and reduce erosion, and works with communities to secure land ownership, promoting a long-term view to land management that avoids slash and burn practices.



Supports communities to strengthen business capacity and financial security through micro-enterprise programmes and cooperatives, including developing routes to market to ensure fair and full payment.



Improves food security through training on conservation farming techniques to improve the quality and productivity of land and increase crop yields. A diversification of food supply is encouraged, with training and best practice sharing on alternative crops, livestock rearing and planting fruit and nut trees.



Empowers and equips communities with the necessary skills to conserve their local forests and provides additional study groups and educational youth club programmes to raise awareness of the importance of forest protection.



Provides training on alternative income-generating activities to improve and diversify income and reduce dependence on extractive activities. For example, bee keeping for honey production, production of cash crops such as vanilla, cloves, raffia and cacao.

You can learn more about this project portfolio at

<https://hub.naturalcapitalpartners.com/certify/supported-projects>



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## Reporting

We have already reported our emissions for the last two financial years (FY18/19 and FY 19/20), and a summary of each is available on our website.

We will internally report emissions on a monthly basis going forward and we will share our progress externally at least annually on our website.

## Summary

We know that these commitments will be challenging. We don't have all the answers at this stage and will look to collaborate with our employees, associates and industry partners to find innovative ways of reducing our emissions.

**Philip Gibson**  
Managing Director

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