



Reverberate Public Relations Limited Climate Report

The purpose of the report is to increase the understanding of what is driving the company's greenhouse gas emissions, set targets to reduce these emissions, and ensure transparency and traceability on the journey towards net-zero.

Methodology

The emissions or greenhouse gas accounting is based on the Greenhouse Gas (GHG) Protocol's corporate and value chain standards (ghgprotocol.org).

The GHG Protocol defines emissions in three scopes:

- Scope 1 – The company's direct emissions from vehicles, combustion, processes, or leakages
- Scope 2 – The company's indirect emissions from energy purchased and consumed (electricity, heating, cooling).
- Scope 3 – Greenhouse gas emissions that occur upstream and downstream in the company's value chain, as a consequence of the company's operations. Examples of scope 3 emissions are purchased goods and services, transport, use and disposal of products, business travel and employee commuting.

Total greenhouse gas emissions are quantified in carbon dioxide equivalents (CO₂e), which take into consideration that different greenhouse gases (carbon dioxide, nitrogen oxides, methane etc.) have different global warming factors.



Introduction *

REPORTING YEAR *

2022

ANNUAL REVENUE IN THE REPORTING YEAR *

965938 USD

NUMBER OF EMPLOYEES IN THE REPORTING YEAR *

10

NET ZERO TARGET YEAR *

2030

BASE YEAR *

2019

COMMENT ON YOUR NET ZERO TARGETS

REVERBERATE HAS COMMITTED TO ACHIEVING 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.

NEAR-TERM SCOPE 1 TARGET *

50

TARGET YEAR *

2025

NEAR-TERM SCOPE 2 TARGET *

-

TARGET YEAR *

2023

NEAR-TERM SCOPE 3 TARGET

50

TARGET YEAR

2026

COMMENT ON YOUR NEAR-TERM TARGETS

OUR ORIGINAL TARGET WAS TO REDUCE SCOPE 1 EMISSIONS BY AT LEAST 50 PER CENT BY 2025 AND ELIMINATE THEM BY 2030. AT PRESENT WE ARE AHEAD OF THIS TARGET DUE TO THE COVID-19 PANDEMIC REDUCING BUSINESS TRAVEL, AND WE ANTICIPATE THAT OVERALL WE WILL BE ABLE TO MEET THIS TARGET COMFORTABLY, EVEN AS BUSINESS TRAVEL PICKS UP. 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. 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.

SCOPE 1 EMISSIONS

SCOPE 1 EMISSIONS (METRIC TONS CO2E) *
3.9

OWN FACILITIES *
0

OWN VEHICLES *
3.9 metric tons CO2e

OWN PROCESSES *
0

SCOPE 2 EMISSIONS

SCOPE 2 EMISSIONS (METRIC TONS CO2E) *
0.0

TOTAL ENERGY CONSUMPTION (KWH)
-

RENEWABLE ENERGY
-

PURCHASED ELECTRICITY *
N/A
RENEWABLE ELECTRICITY (%)
-

PURCHASED STEAM *
N/A
RENEWABLE ELECTRICITY (%)
-

PURCHASED HEATING *
N/A
RENEWABLE ELECTRICITY (%)
-

PURCHASED COOLING *
N/A
RENEWABLE ELECTRICITY (%)
-

COMMENT ON YOUR ENERGY CONSUMPTION
NO PREMISES AS ALL STAFF ARE HOMEBASED.

SCOPE 3 EMISSIONS

SCOPE 3 EMISSIONS (METRIC TONS CO2E)

17,69

supply chain related - upstream emissions

PURCHASED GOODS AND SERVICES
NOT MEASURED

CAPITAL GOODS
NOT MEASURED

FUEL AND ENERGY RELATED ACTIVITIES
N/A

TRANSPORTATION AND DISTRIBUTION (UPSTREAM)
N/A

WASTE IN OPERATIONS
NOT MEASURED

BUSINESS TRAVEL
17,69 metric tons CO2e

EMPLOYEE COMMUTING
N/A

LEASED ASSETS (UPSTREAM)
N/A

customer related - downstream emissions

TRANSPORTATION AND DISTRIBUTION (DOWNSTREAM)
N/A

PROCESSING OF SOLD PRODUCTS
N/A

USE OF SOLD PRODUCTS
N/A

END-OF-LIFE TREATMENT OF PRODUCTS
N/A

LEASED ASSETS (DOWNSTREAM)
N/A

FRANCHISES
N/A

INVESTMENTS
N/A

IF YOU HAVE EXCLUDED OR HAVE NOT MEASURED ANY RELEVANT SOURCES OF VALUE CHAIN EMISSIONS, PROVIDE YOUR ESTIMATE OF THE % OF YOUR TOTAL EMISSIONS THAT IS REPRESENTED BY THESE SOURCES.

1

LIST ANY SOURCES OF EMISSIONS EXCLUDED:

WASTE IN OPERATIONS AND CAPITAL GOODS, USE OF THIRD PARTY SERVICE PROVIDERS (E.G. GRAPHIC DESIGNERS)

DESCRIBE THE CALCULATION METHODOLOGY AND COMMENT ON ACCURACY:

WE OPERATE A PAPERLESS ENVIRONMENT AND THEREFORE OFFICE WASTE IS MINIMAL. CAPITAL GOODS PURCHASES ARE LIMITED TO 1 OR 2 LAPTOPS/PHONES PER YEAR AND HAVE SO FAR BEEN EXCLUDED. ALL OTHER CALCULATIONS ARE BASED ON ACTUAL EMISSIONS OR USE RECOGNISED GOVERNMENT CALCULATION FACTORS

TO REDUCE EMISSIONS IN LINE WITH MY COMMITMENT, MY COMPANY HAS A PLAN AND IS TAKING ACTION: *

YES

SCOPE 1 ACTIONS 

OWN FACILITIES

N/A

TEXT

-

OWN VEHICLES

YES

TEXT

REPLACEMENT CYCLE IN PLACE TO TAKE ACCOUNT OF EMISSION TARGETS

OWN PROCESSES

N/A

TEXT

-

SCOPE 2 ACTIONS 

PURCHASED ELECTRICITY

N/A

TEXT

-

PURCHASED STEAM

N/A

TEXT

-

PURCHASED HEATING

N/A

TEXT

-

PURCHASED COOLING

N/A

TEXT

-



supply chain related (upstream)



PURCHASED GOOD AND SERVICES

YES

TEXT

A SUPPLIER CODE OF CONDUCT IS BEING LAUNCHED WHICH REFERENCES ENVIRONMENTAL PERFORMANCE

CAPITAL GOODS

NO

TEXT

WE DO NOT HAVE A FIXED PROCUREMENT POLICY THAT REFERENCES ENVIRONMENTAL CRITERIA AT THIS STAGE

FUEL AND ENERGY RELATED ACTIVITIES

N/A

TEXT

-

TRANSPORTATION AND DISTRIBUTION (UPSTREAM)

N/A

TEXT

-

WASTE IN OPERATION

YES

TEXT

WE TRY TO MINIMISE THE WASTE IN OPERATION AND RECYCLE WHEREVER POSSIBLE

BUSINESS TRAVEL

YES

TEXT

OUR OPERATING POLICY WOULD BE THAT COLLEAGUES TAKE INTO CONSIDERATION THE ENVIRONMENTAL IMPACT OF TRAVEL WHEN PLANNING WORK

EMPLOYEE COMMUTING

N/A

TEXT

-

UPSTREAM LEASED ASSETS

N/A

TEXT

-

TRANSPORTATION AND DISTRIBUTION (DOWNSTREAM)

N/A
TEXT
-

PROCESSING OF SOLD PRODUCTS

N/A
TEXT
-

USE OF SOLD PRODUCTS

N/A
TEXT
-

END-OF-LIFE TREATMENT OF PRODUCTS

N/A
TEXT
-

LEASED ASSETS (DOWNSTREAM)

N/A
TEXT
-

FRANCHISES

N/A
TEXT
-

INVESTMENTS

N/A
TEXT
-

I HAVE ASKED MY SUPPLIERS TO HALVE EMISSIONS BEFORE 2030 AND JOIN THE UN-BACKED RACE TO ZERO CAMPAIGN
NO

 Climate Solutions

DO YOU CLASSIFY ANY OF YOUR EXISTING GOODS AND/OR SERVICES AS LOW CARBON PRODUCTS OR PRODUCTS THAT ENABLE A THIRD PARTY TO AVOID GHG EMISSIONS IN THEIR VALUE CHAIN, HERE NAMED "CLIMATE SOLUTIONS"?

NO

WHAT PERCENTAGE OF YOUR TOTAL REVENUE COMES FROM SALES OF CLIMATE SOLUTIONS?

-

PROVIDE DESCRIPTIONS/NAMES OF YOUR CLIMATE SOLUTIONS:

-

METHODOLOGY USED TO ASSESS THESE AS CLIMATE SOLUTIONS:

-

THIRD PARTY WHICH HAS VALIDATED THE ASSESSMENT, IF ANY:

-

HOW MUCH OF YOUR RESEARCH AND DEVELOPMENT BUDGET IS ALLOCATED TO CLIMATE SOLUTIONS?

-

ARE YOU INVESTING IN CLIMATE AND/OR NATURE OUTSIDE YOUR VALUE CHAIN?

-

Management and strategy

IS RESPONSIBILITY FOR CLIMATE STRATEGY AND ACTION CLEARLY ALLOCATED AT EXECUTIVE & BOARD LEVEL? IF YES, DESCRIBE HOW AND TO WHICH POSITIONS.

YES

TEXT

DIRECTORS RESPONSIBLE

IS THERE BOARD LEVEL OVERSIGHT OF CLIMATE ACTION? IF YES, DESCRIBE HOW.

YES

TEXT

DIRECTORS RESPONSIBLE

HAVE YOU ANALYZED WHETHER YOUR STRATEGY, BUSINESS MODEL AND PRODUCT/SERVICE PORTFOLIO ARE ALIGNED WITH THE LATEST CLIMATE SCIENCE? IF YES, EXPLAIN IF/HOW IT FULFILLS THIS AMBITION OR HOW IT NEEDS TO BE TRANSFORMED.

YES

TEXT

OUR COMMITMENTS EXCEED THE REQUIREMENTS OF THE LATEST CLIMATE SCIENCE

DO YOU IDENTIFY, ASSESS AND MANAGE CLIMATE RISKS? IF YES, DESCRIBE HOW.

YES

TEXT

CLIMATE CHANGE RISKS IMPACT OUR OWN OPERATIONS BUT PARTICULARLY THE OPERATIONS OF OUR CLIENT BASE AND WE ROUTINELY REVIEW THIS TO DETERMINE FUTURE CHALLENGES AND OPPORTUNITIES

HAVE YOU INTEGRATED CLIMATE AND/OR NATURE INTO YOUR MISSION STATEMENT? IF YES, DESCRIBE HOW.

YES

TEXT

THE ARTICLES OF ASSOCIATION HAVE BEEN AMENDED SO THAT THE BUSINESS OBJECTIVES ARE TO BENEFIT MEMBERS AND HAVE A MATERIAL POSITIVE IMPACT ON SOCIETY AND THE ENVIRONMENT

DO YOU CONTRIBUTE TO ACCELERATING CLIMATE ACTION IN SOCIETY E.G. BY INFLUENCING PEERS, GOVERNMENTS, EMPLOYEES, AND/OR ALIGNING YOUR MEMBERSHIP IN TRADE ASSOCIATIONS WITH YOUR MISSIONS TO HALVE EMISSIONS BY 2030?

YES

TEXT

INFLUENCING CLIENTS TO ADOPT NET ZERO AND NATURE FRIENDLY STRATEGIES

Results, challenges and outlook

COMMENT ON RESULTS: *

AGAINST BASELINE OUR CARBON REDUCTION CONTINUES TO BE AHEAD OF TARGET HOWEVER, WE RECOGNISE THAT MUCH OF THIS PROGRESS IS A RESULT OF CIRCUMSTANCES RATHER THAN DELIBERATE ACTION

DO YOU FACE ANY KEY CHALLENGES IN REDUCING EMISSIONS AND/OR SCALING CLIMATE SOLUTIONS? IF YES, DESCRIBE HOW.

YES

TEXT

MUCH OF OUR SCOPE 3 EMISSIONS ARE RELATED TO ELEMENTS THAT REQUIRE CHANGE ACROSS THE WIDER SOCIETY (EG ENERGY AND TRANSPORT INFRASTRUCTURE) AND THESE THINGS ARE LARGELY OUTSIDE OF OUR CONTROL

WHAT SUPPORT WOULD YOU NEED TO TACKLE THESE CHALLENGES?

-