



reverberate®

January 2024

OUR CLIMATE PLEDGE

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.

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. We committed to investigating the potential for purchasing bulk supplies of HVO for this vehicle, as we see this offering an immediate and easily implemented carbon saving. Sadly, it has not been possible to date in our region, and so alternative options are being considered, including the use of a PHEV or fully electric vehicle.

This is becoming more pressing, as our Scope 1 emissions have actually increased by around 1 tonne/CO₂e for the 2022/23 financial year against our baseline of 2018/19 due to business growth (5219kg vs 4295kg). Our original target was to reduce Scope 1 emissions by at least 50 per cent by 2025 and eliminate them by 2030. We remain committed to this target.

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
- Employee travel in their own vehicles or hire cars
- Use of public transport (including flying, trains, buses, taxis, etc.)
- Hotel stays
- Waste
- Recycling



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We had identified other Scope 3 elements, which could be significant but were not possible to accurately measure, in particular the emissions from the use of cloud server data storage. We are pleased to be able to report that our provider for cloud data storage achieved 100% renewable energy use across its data centres in August 2021, so this can be excluded going forward as it no longer carries a carbon footprint.

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 have implemented an incentive programme to encourage employees to switch to 100% renewable energy for their homes. All but four of our team have already done this, which has meant that our carbon footprint from homeworking has reduced, despite the team growing in size.

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. In the last year, we have also introduced a voluntary employee salary sacrifice scheme for electric cars, and two of our team have signed up to this. We are confident that, over time, this will help us encourage our colleagues to transition to zero emissions travel.

Finally, whilst our use of paper and other materials is currently exceptionally low, we will continue to 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, 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 provided by 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 appropriate as broader measurement becomes possible.

Offsetting

Having set out to achieve net zero in absolute emissions by 2030 at the latest, we committed to completely offsetting actual emissions from the start of our FY2020 financial year (commencing 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 in the meantime. We've are purchasing high-quality carbon credits via Ecologi.

Reporting

We report our emissions by financial year and a summary of each year is available on our website. We will continue to publish this data going forward.

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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