



CARBON REDUCTION PLAN

December 2025



OLIVE JAR DIGITAL IS COMMITTED TO ACHIEVING NET ZERO EMISSIONS BY 2050

Carbon Reduction Plan

Supplier name: *Olive Jar Digital Ltd*

Publication date: *29th December 2025*

Commitment to achieving Net Zero

Olive Jar Digital Ltd is committed to achieving Net Zero emissions by **2050**.

Baseline Emissions Footprint - 2020

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 Reported EMISSIONS - 2020	TOTAL tonnes (t) of carbon dioxide (CO ₂) (tCO_{2e})
Scope 1	0.02
Scope 2	1.22
Scope 3 (Included Sources)	0.45
Total Emissions	1.69

Notes:

Even though this is our baseline year, our GHG emissions for Scope 3 have declined significantly due to a reduction in business travel. This reduction was mainly driven by the shift to working remotely caused by the global pandemic and we expect it to continue until the end of the current year.

Previous Years Emissions Footprint - 2021

Previous Year Reported EMISSIONS - 2021	TOTAL tonnes (t) of carbon dioxide (CO2) (tCO2e)
Scope 1	0.02
Scope 2	1.22
Scope 3 (Included Sources)	0.11
Total Emissions	1.35

Notes:

With less travel than in our baseline year owing to the pandemic, our GHG emissions for Scope 3 have declined significantly due to a reduction in business travel. We do however anticipate seeing slightly higher numbers for 2022 as we introduce hybrid working practices and a return to more usual pre-pandemic routines. 2022 should show a more realistic vision of our true baseline emissions with staff working both from home and from our office, but we endeavour to keep essential travel to a minimum to ensure we are meeting our reduction targets.

Previous Years Emissions Footprint - 2022

Previous Year Reported EMISSIONS - 2022	TOTAL tonnes (t) of carbon dioxide (CO2) (tCO2e)
Scope 1	0.22
Scope 2	1.22
Scope 3 (Included Sources)	1.50
Total Emissions	2.95

Notes:

We are seeing higher numbers for 2022 as we have introduced hybrid working practices and a return to more usual pre-pandemic routines. GHG emissions for Scope 1 and 3 have increased, owing to the use of an office, so we have seen an increase in staff commutes and the use of an air conditioning unit on hot days in the office throughout the summer.

2022 shows a more realistic vision of our true baseline emissions with staff working both from home and from our office, but we endeavour to keep essential travel to a minimum to ensure we are meeting our reduction targets. We will likely need to revise our carbon emission target for the next 5/6 years as we now have a more accurate view of what our baseline emissions truly look like post-pandemic.

Previous Years Emissions Footprint - 2023

Previous Year Reported EMISSIONS - 2023	TOTAL tonnes (t) of carbon dioxide (CO2) (tCO2e)
Scope 1	0.11
Scope 2	1.22
Scope 3 (Included Sources)	2.20
Total Emissions	3.53

Notes:

Scope 3 emissions increased further this year as employee numbers grow and we see an increased presence of staff required to work in our office. We remain committed to reducing our emissions overall, even as we increase our staff numbers. We endeavour to keep travel and unnecessary emissions as low as possible, offsetting where we can. Due to the aftereffects of our response to the pandemic and being a small company that is looking to grow, we are still working to understand what our emissions truly look like.

Previous Years Emissions Footprint - 2024

Previous Year Reported EMISSIONS - 2024	TOTAL tonnes (t) of carbon dioxide (CO2) (tCO2e)
Scope 1	0.07
Scope 2	1.71
Scope 3 (Included Sources)	1.39
Total Emissions	3.17

Notes:

We were thrilled to have come in just under our emission target of 3.2 tCO₂e last year. Although there was an increase in Scope 2 emissions since the previous year (due to increased staff numbers), we were successful in reducing our work travel, with our Scope 3 emissions seeing a reduction since the previous report. This was despite more staff members, and reporting emissions for air travel for the first time as a contributory factor in commuting. This reduction in travel also led to decreased Scope 1 emissions, as we had been using the air conditioning unit in our offices much less.

We also used an updated version of the UK Government's Greenhouse Gas Reporting conversion factors last year, which hopefully showed more accurate emissions in the last report and moving forwards.

We did still anticipate the possibility of increased emissions in some areas, due to the nature of growing of a business, but as always, endeavor to keep necessary travel to a minimum.

Reporting Year: 2025**Additional Details relating to the Reporting Year Emissions calculations.**

This is Olive Jar's fifth year analyzing and reporting on our emissions across our baseline year 2020, prior reporting years 2021, 2022, 2023, 2024 and current reporting year 2025.

Reporting Year emissions:

This year our staff numbers are double what they were last year. This is primarily focused on client-facing roles on client projects, which are almost exclusively homeworking. However, this inevitably contributes to higher emissions just due to having a larger workforce. Scope 2 emissions in particular have doubled vs last year because of this. We are still maintaining a majority home-working approach for our back-office staff, but owing to large tender wins and increased workloads, are requiring more office visits from our back-office staff to work more closely together to contribute to team projects. While we anticipate this contributing to higher Scope 3 emissions in the future, we are pleased to say that we have lower emissions under this scope this year than last, due to no longer having any workforce members who travel by air. We will no longer hire employees who need to travel by this method, both to save travel expense costs and reduce emissions.

Scope 1

Scope 1 emissions covers direct emissions from owned and controlled resources. Emissions released as a direct result from activities of Olive Jar Digital. Scope 1 is divided into 4 categories which include:

1. Stationary

This includes fuels and heating sources. All fuels that produce GHG emissions

2. Mobile

All vehicles owned or controlled, burning fuel

3. Fugitive emissions

Includes leaks from greenhouse gases (e.g., refrigeration, air conditioning units)

4. Process emissions

These emissions are released during industrial processes, and on-site manufacturing

Scope 2

Scope 2 emissions covers indirect emissions from the generation of purchased energy, from our utility provider. Includes all GHG emissions released in the atmosphere, from the consumption of purchased electricity, steam, heat, and cooling.

For Scope 1 and 2 calculations we followed the 2019 HM Government Environmental Reporting Guidelines. Homeworking Emissions for Scope 1 and Scope 2 have been calculated in line with the Homeworking Emissions White Paper 2020 produced by Ecoact in partnership with Lloyds and Natwest Banking Groups. We have also used the GHG Reporting Protocol - Corporate Standard and the UK Government's Greenhouse gas reporting: conversion factors 2022.

Scope 3 (Categories 4, 5, 6, 7, 9)

Scope 3 covers upstream transportation and distribution, waste generated and operations, business travel, employee commuting, downstream transportation, and distribution. Emissions from employee's homeworking have also been factored in including estimates from home energy consumption.

For Scope 3 calculations we followed the guidance of GHG Reporting Protocol - Corporate Standard and have used the UK Government's Greenhouse gas reporting: conversion factors 2022 for reporting.

Current Reported EMISSIONS - 2024	TOTAL tonnes (t) of carbon dioxide (CO ₂) (tCO₂e)
Scope 1	0.11
Scope 2	3.67
Scope 3 (Included Sources)	1.12
Total Emissions	4.89

Notes:

We have unfortunately exceeded our emission target of 3 tCO₂e this year. Last year we could not have foreseen our workforce doubling, meaning last year's targets were always going to be unachievable. This is evidenced by our Scope 2 emissions which calculate home working emissions - this figure is almost double last year's. Although we have seen a decrease in Scope 3 emissions since last year (due to no air travel from any staff members this year).

Looking ahead, we do anticipate increased emissions in all areas, due to the nature of growing a business, particularly looking at how our numbers have increased in the last year. With this in mind, we have increased our targets for the next few years, as it seems inevitable our emissions will increase as more staff work from home and travel to our offices. That being said, we will continue to operate on mostly home-working where possible, with reduced travel as much as we can.

Emission Reduction Targets

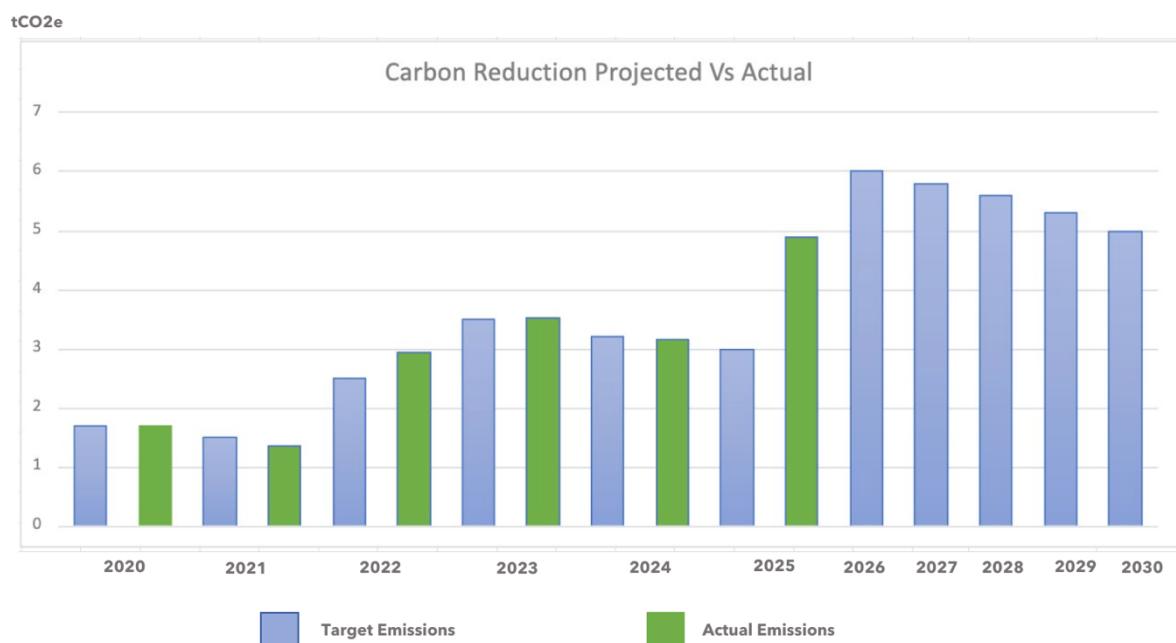
We have previously provided four emissions reduction commitments. This is Olive Jar's fifth year of providing targets to achieving net zero.

In order to progress to achieving Net Zero, we have adopted the following carbon reduction targets.

- We aim to reduce our carbon emissions over the next six years to **5 tCO₂e** by 2030. We have had to increase this number from last year's report, owing to anticipating higher emissions in all areas across the next few years. We will however, aim to find different ways to reduce emissions to help us reach our new 2030 target.

The years 2020 and 2021 saw our organisation go through government pandemic lockdowns. We therefore saw a dramatic decrease in our emissions, despite not ever reporting them. It is difficult to use these years as a baseline because they do not represent the usual routine for our business. 2022, 2023 2024 and this year, 2025 have been more usual, but in line with our growth plan for the business over the next 5/6 years, we do anticipate that emissions will certainly increase even more than they have this year as we gain more employees and continue our hybrid working practices. However, we will continue to promote green initiatives and research and implement ways to reduce or offset our carbon emissions moving forwards. So are targets below reflect our desire to keep our emissions low and reducing year on year.

Progress against our targets for the next 5/6 years can be seen in the graph below:



Carbon Reduction Projects

Completed Carbon Reduction Initiatives

This is our fifth year of calculating and reporting on our carbon footprint, and so we are continuing to work hard to implement Carbon Reduction Initiatives. Steps already taken and completed include:

- We have implemented a commute questionnaire as part of our employee onboarding, allowing us to accurately understand how far and by which methods employees are travelling to the office to increase the accuracy of our emissions calculations.
- The introduction of an Electric Vehicle Scheme for all eligible employees.
- Employees living outside of the UK or anywhere requiring air travel for commuting or in-person attendance will no longer be considered to reduce costs and emissions.

Ongoing Carbon Reduction Initiatives

- Promoting a paperless office culture by holding all documents and records in the cloud
- Moving 100% of our client meetings online where possible - We keep most client meetings remote via teams. On occasion when we must attend in person, we continue to try and stay green with our modes of transport.
- Supporting an internal group of colleagues who provide thought leadership on embedding environmental responsibility into everything we do.
- By adopting a hybrid working model for colleagues going forward, we are looking to create a sustainable balance between working from home and either in our office or on client sites, thereby reducing both the expectation and need for business related travel in future years

Future Carbon Reduction Initiatives

We are looking to implement additional initiatives, more precise monitoring, and greater carbon offset as part of our determination to achieve our carbon reduction targets. Future measures that we are either planning or investigating include:

- Introduction of a Ride to Work Scheme
- Eliminating corporate use of single used plastics and providing all colleagues with reusable alternatives
- Achieve ISO 14001 accreditation within the next 10 years
- Create and implement a green switching bonus/incentive scheme for WFH employees to encourage them to switch to renewable energy providers
- Encourage staff to use a green search engine like Ecosia which plants trees with each search
- Work with Carbon Neutral Britain to become a Certified Carbon Neutral Business. We can work with them to offset any emissions we cannot reduce or sponsor our employees to become members and offset their own personal emissions.
- Joining the SME Climate Hub to be a part of the discourse surrounding Net Zero along with other small businesses
- Sign up to SBTi and CDP

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standards 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 standard⁷ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting⁸.

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) Standard⁹.

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:



Olivia Nixey

Co-Founding Director

Date: 29/12/2025

⁷ <https://ghgprotocol.org/corporate-standard>

⁸ <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

⁹ <https://ghgprotocol.org/standards/scope-3-standard>