

**OLIVE  
JAR**  
DIGITAL



# **CARBON REDUCTION PLAN**

**December 2023**



**Approved and Annually  
Reviewed by our Board of  
Directors**



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

# Carbon Reduction Plan

Supplier name: *Olive Jar Digital Ltd*

Publication date: *23<sup>rd</sup> December 2023*

## 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.

<b>Baseline Reported EMISSIONS - 2020</b>	<b>TOTAL tonnes (t) of carbon dioxide (CO<sub>2</sub>) (tCO<sub>2</sub>e)</b>
<b>Scope 1</b>	0.02
<b>Scope 2</b>	1.22
<b>Scope 3 (Included Sources)</b>	0.45
<b>Total Emissions</b>	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

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

<b>Previous Year Reported EMISSIONS - 2022</b>	<b>TOTAL tonnes (t) of carbon dioxide (CO2) (tCO2e)</b>
<b>Scope 1</b>	0.22
<b>Scope 2</b>	1.22
<b>Scope 3 (Included Sources)</b>	1.50
<b>Total Emissions</b>	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 out post-pandemic.

## **Reporting Year: 2023**

### **Additional Details relating to the Reporting Year Emissions calculations.**

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

#### **Reporting Year emissions:**

With the effects of the pandemic behind us, we have established a more 'normal' working routine that we continue to use moving forwards. We are still maintaining a majority home-working approach, but have taken on an office hub, which we use occasionally for meetings and days working in the office. Following on from 2021, and 2022 we have maintained these increased levels of home working and decreased (where possible, owing to a return to more regular working patterns) levels of commuting or travelling for work and will continue to do so for the future, reducing work travel and commuting wherever possible.

#### **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 2021.*

**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 2021 for reporting.*

<b>Current Reported EMISSIONS - 2023</b>	<b>TOTAL tonnes (t) of carbon dioxide (CO<sub>2</sub>) (tCO<sub>2</sub>e)</b>
<b>Scope 1</b>	0.11
<b>Scope 2</b>	1.22
<b>Scope 3 (Included Sources)</b>	2.20
<b>Total Emissions</b>	3.53

*Notes:*

We are seeing higher numbers for 2023 as we have continued hybrid working practices and a return to more usual routines. GHG emissions for Scope 3 have increased, owing to the use of an office and the office relocation that took place this year, so we have seen an increase in staff commutes. GHG emissions for Scope 1 have decreased from last year as we have made a conscious effort to reduce the use of air conditioning. We have revised our carbon emission targets for the next few years based on our current emissions. But we will likely need to revise our carbon emission targets again next year as we continue to have a more accurate view of what our baseline emissions truly look like and take on more employees in line with our growth plan.

## Emission Reduction Targets

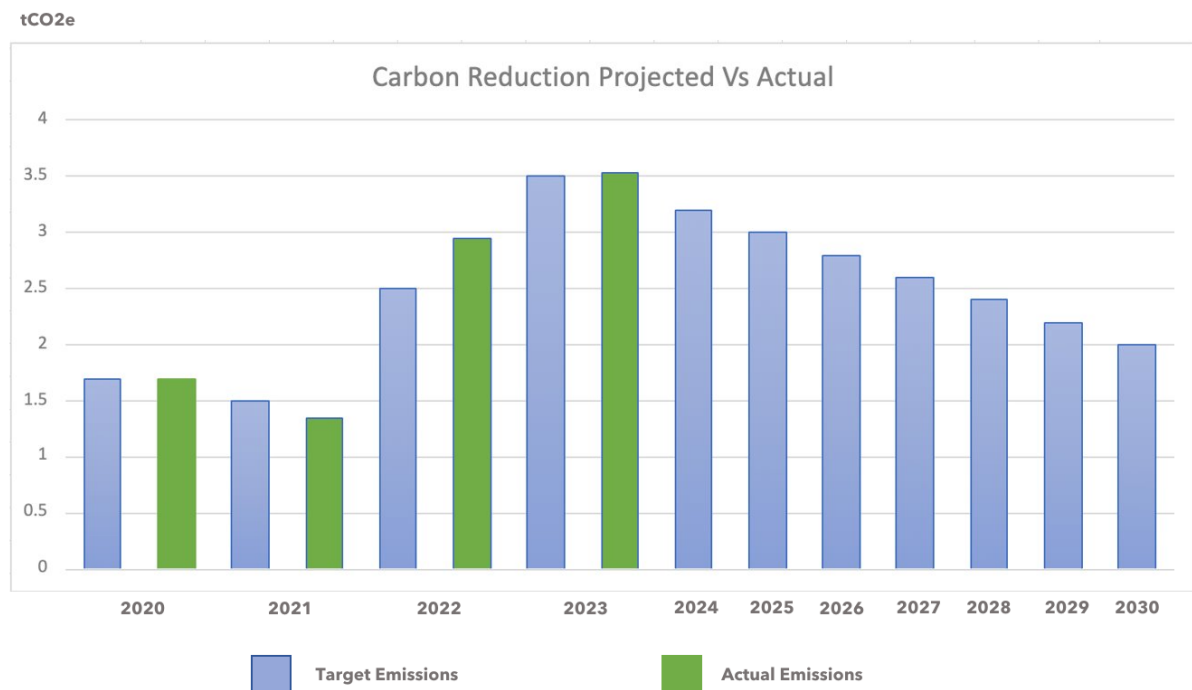
We have previously provided two emissions reduction commitments. This is Olive Jar's third year of providing targets to achieving net zero.

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 **2.4 tCO<sub>2</sub>e** by 2028.

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 and 2023 have been more usual, but in line with our growth plan for the business over the next 5/6 years, we do expect emissions to increase 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.

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 third 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.
  
- Relocation - We have returned to more usual working practices for 2023, but all decisions made have our carbon footprint in mind. As part of our continuing environmental commitment to reduce our carbon emissions we have relocated to a permanent office, giving us more control over the facilities and flexibility. It has allowed us to provide flexible working for our staff. Our new space was chosen with these factors in mind:
  - Selecting a space that has maximum natural light, thereby reducing the need for internal lighting
  - Selecting a space for the new London HQ, which is easily accessible via various public transport links, to ensure minimal need to drive personal cars into work
  - The installation and use of energy efficient lighting, with PIR sensors and daylight detectors, which ensures fixtures are switched off when sunlight enters the room
  - Using only LED bulbs for all the light fittings.

### **Ongoing Carbon Reduction Initiatives**

- Promoting sustainable ways of employees commuting into work
  - UPDATE - With this in mind, we have implemented an Electric Vehicle Salary Sacrifice Scheme, to encourage our employees to seek greener, alternative ways of travel, both in commuting to work, but in using an electric vehicle in their own lives too. We have just had our first employee take part in the scheme which will hopefully reduce the GHG emissions for scope 3 in the upcoming year.
  
- Promoting a move towards a paperless office culture by holding all documents and records in the cloud
  - UPDATE - We have continued to digitalise our documents. On a day-to-day basis we operate a paperless policy for the saving/creation of all documents. We only make use of the office printer when absolutely necessary for example: wet signature requests.
  
- Moving 100% of our client meetings online where possible.
  - UPDATE - We have kept 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
  - UPDATE - This has been successfully in place. Meetings and working days in the office take place only when strictly necessary, and there is no obligation placed on employee to make the journey. Working patterns/locations are fully flexible.
- We will implement more accurate systemic tracking of mileage for cars/rails and audit regularly our GHG impact of business travel
- We will continue to review our business travel policy, holding down post-pandemic travel whenever possible by promoting green ways of transport (e.g., cycling) and greener accommodation (green hotels)

### **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:

- Eliminating corporate use of single used plastics and providing all colleagues with reusable alternatives
- Achieve ISO 14001 accreditation within the next 7 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 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 standard<sup>7</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>8</sup>.

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) Standard<sup>9</sup>.

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**

*Company Director*

Date: 23/12/2023

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

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

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