

Carbon Reduction Plan

Company: Zen Educate Limited

Published: 12 Dec 2022

Commitment to achieving Net Zero

Zen Educate is committed to achieving Net Zero emissions by 2035.

Baseline Emissions Footprint

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 Year: 2021	
Additional Details relating to the Baseline Emissions calculations.	
This is our first report and therefore our baseline emissions are the same as our current emissions reporting.	
Baseline year emissions: 1 Jan 2021 – 31 Dec 2021	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	1.4
Scope 2	12.1
Scope 3	277.7
Total Emissions	291.2

Notes on methodology:

- The calculation used a spend-based approach with a calculator based on the GHG Protocol using publicly available emissions factors, available at: <https://gocardless102.outgrow.us/ghg-calculator>
- Workspace heating, coolant and electric data uses sourced averages as office unit breakdowns from shared workspace were not available.

Current Emissions Reporting

Reporting Year: 2021 — first year of reporting	
1 Jan 2021 – 31 Dec 2021	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	1.4
Scope 2	12.1
Scope 3	277.7
Total Emissions	291.2

During the reporting year we had an average of 100 employees. Our emissions intensity is therefore **2.92** tCO₂e per employee

Emissions reduction targets

In order to achieve Net Zero by 2035, we have adopted the following interim carbon reduction targets.

By 2030 we aim to:

- halve our emissions as a company

Over the next 5 years, by 2027, we are aiming for:

- a 50% reduction per employee for Scope 3

In the next 6 months we plan to:

- Increase the accuracy of our measurement particularly in high-impact areas such as advertising and marketing
- Begin implementation of many of the carbon reduction projects below

Carbon Reduction Projects

Completed carbon reduction initiatives

As this is our first report we have no carbon reduction initiatives to report on reducing from our baseline measurement year. We have completed an initial measurement and identified future initiatives.

Planned carbon reduction initiatives

We have identified a set of initiatives to explore and enact to bring our emissions down beginning with the areas where our emissions are greatest and we have the largest scope for significant reductions, as well as those that are simple to enact.

Reductions for Scope 1 and 2 emissions

Scope 1 and 2 only have minimal potential impact on our company emissions, however we can still try to make reductions.

- Give better controls on heating and cooling within our office units
- Set a minimum temperature that A/C can be set to in the Summer eg 26C

Reductions for Scope 3 emissions

Emissions from our suppliers in providing services to us make up the bulk of our carbon emissions. Therefore engaging with our suppliers about their carbon reduction plans and initiatives is key to reducing our impact as a company. As a general practice, we will map out our suppliers and review their published commitments and intentions around carbon reduction and reach out where necessary, to find out their intentions. In some cases, we may choose to move suppliers to who we feel are doing more to progress towards net zero.

When engaging with new suppliers we will gather information about their commitment to measuring and reducing their carbon footprint and, where possible, favour new suppliers with lower impact.

Advertising and marketing:

- This made up the largest part of our emissions according to the approach we used. We will spend time analysing in more detail the exact sources of potential emissions due to our digital marketing to refine the measurement and identify potential reductions
- We will review the carbon reduction plans of the suppliers we use, largely Google and Facebook and if necessary, research alternatives
- Reduce reliance on advertising in favour of referrals, organic and product-led growth for lower impact

Computer and electronic products:

This made up around 10% of emissions. We believe we can reduce future impact by :

- Extending the life of computer equipment eg laptops/monitors, through reinforcing employee care and a commitment to servicing where possible
- Buying refurbished computers where possible
- Reviewing Apple's commitment, our primary supplier, to carbon reduction
- Recycling and reselling used equipment

Food products, Furniture, Business travel, specifically flights each made up 5% or less of our Scope 3 impact. Planned actions to reduce impact from these types include:

- Review the sources of our office food supplies (milk, fruit, tea, coffee, sugar) and aim to source local and organic
- For company events provide vegetarian, or organic food
- Refine our measurement for food to understand the primary source of emissions
- Extend life of furniture through servicing and repairs
- Continue to source modular furniture that can stay with the company even through office moves to extend its life and reduce waste during fit out of new offices eg movable phone booths
- Sources FSC wood and other quality-made furniture that will last

- Minimise air travel by choosing remote meetings where possible, and having local offices or staff
- Offset emissions from unavoidable travel

Employee, behaviour and impact:

We will raise awareness of the importance of sustainability and our carbon reduction plans and engage employees in how we can become a more sustainable company. We hope this will continue to provide new ways to reduce our impact and lower our emissions.

These are just some of the actions we are taking to reduce our impact.

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 standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

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) Standard³.

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:



Jonathan Hey, Chief Product Officer

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Date:12 Dec 2022.....

¹ <https://ghgprotocol.org/corporate-standard>

² <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

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