

Business Certification

Avery & Brown Limited

YEAR 1

01 January 2021 to 31 December 2021



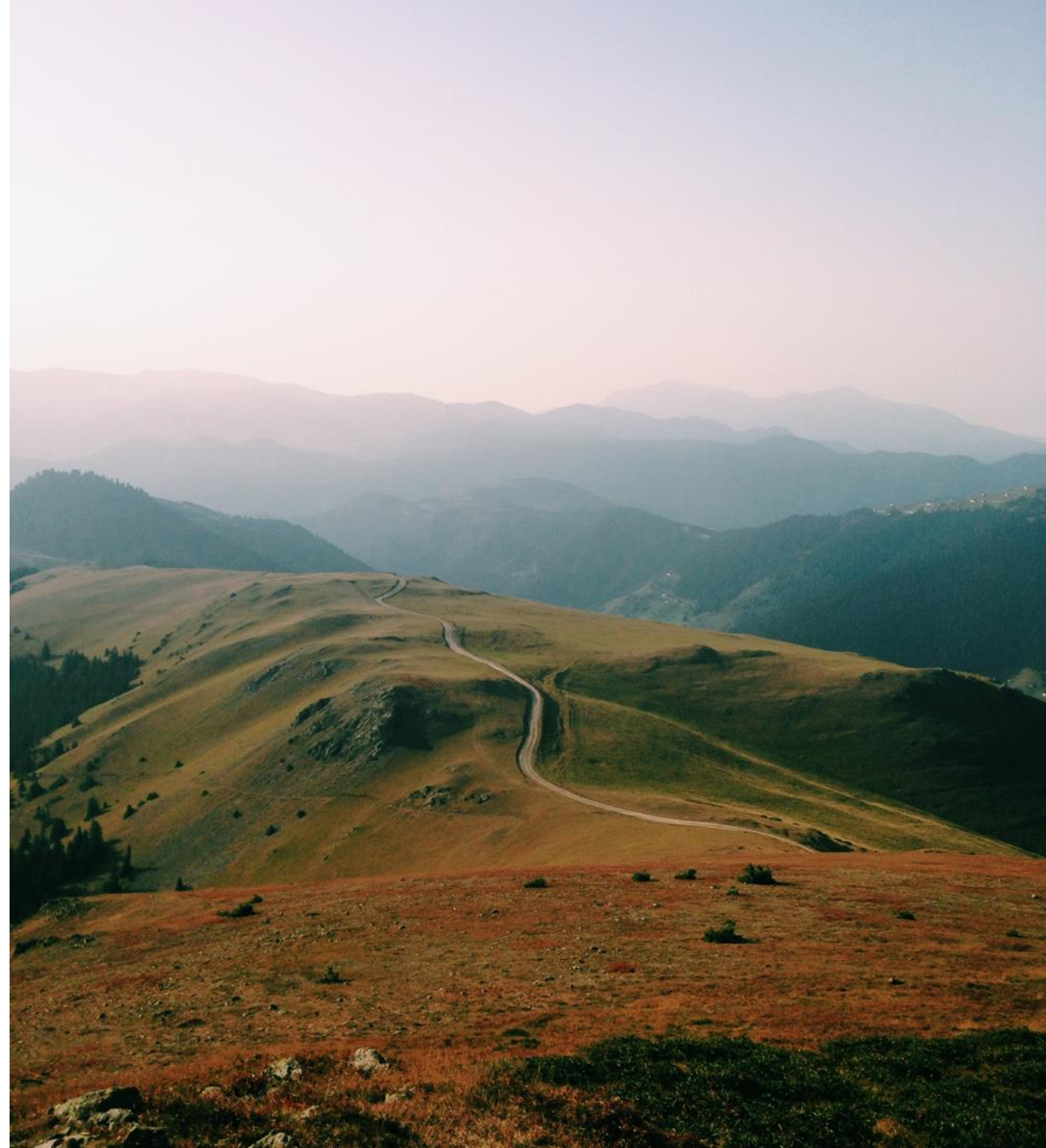
Measure



Engage

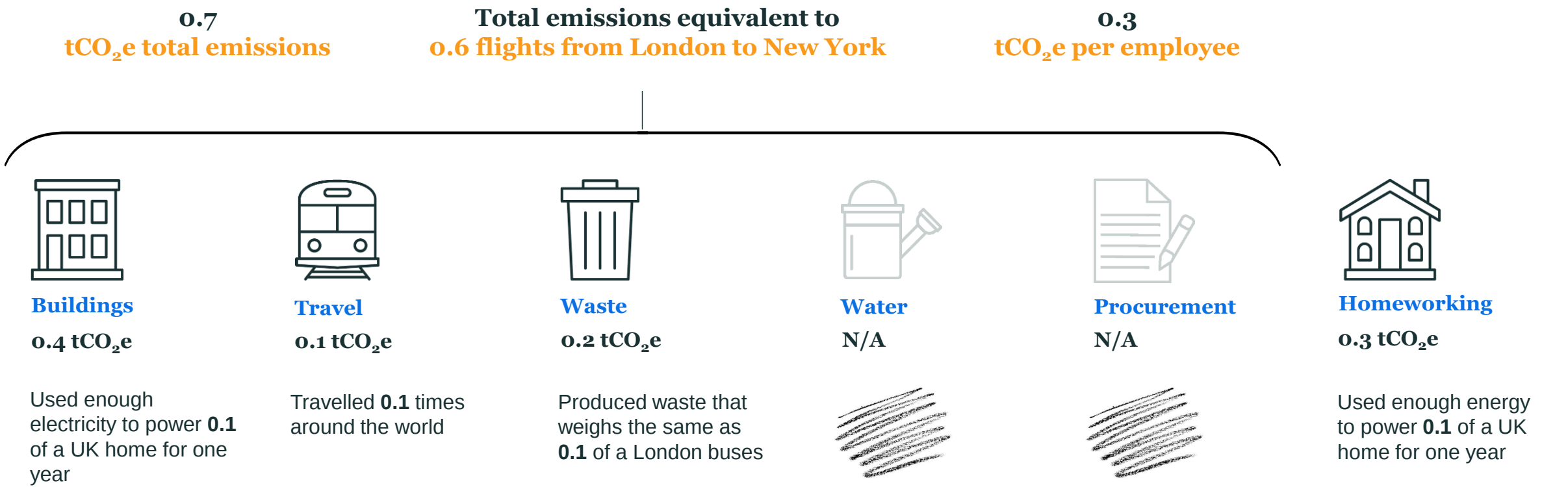


Communicate





Total carbon EMISSIONS





Step one.

MEASURE





Total carbon footprint.

Location *BASED*

Reporting year:

01 January 2021 to 31 December 2021

Reporting Boundary:

Avery & Brown HQ (Cambridge House, 8 East Street, Farnham, Surrey, GU9 7RX)

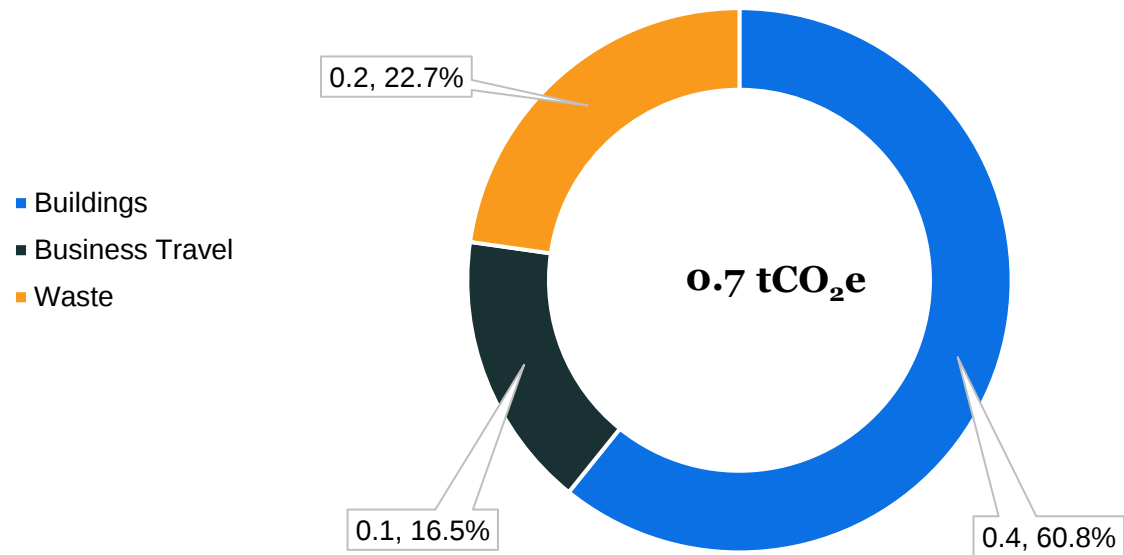
Emissions measured:

Electricity, T&D Losses, Natural Gas, Waste, Business Travel, Homeworking
(excluded from footprint)

Highlights:

Carbon footprint (tCO₂e): **0.7**
Per employee (tCO₂e): **0.3**
Next reduction target: **5%**
Data quality score: **12 out of 16**

Carbon footprint by emission source for year ending 2021, tCO₂e



Note: Your carbon footprint is reported two ways; one is using the location based method of calculating Scope 2 electricity emissions and the other the market based method. A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen (or their lack of choice).



Total carbon footprint.

Market *BASED*

Reporting year:

01 January 2021 to 31 December 2021

Reporting Boundary:

Avery & Brown HQ (Cambridge House, 8 East Street, Farnham, Surrey, GU9 7RX)

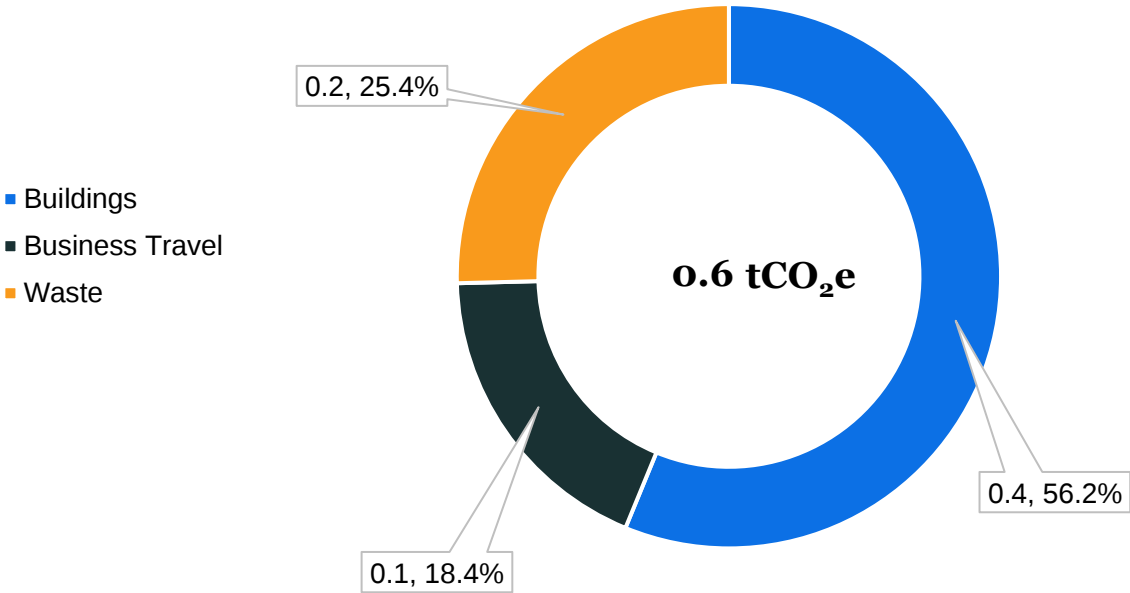
Emissions measured:

Electricity, T&D Losses, Natural Gas, Waste, Business Travel, Homeworking (excluded from footprint)

Highlights:

Carbon footprint (tCO₂e): **0.6**
Per employee (tCO₂e): **0.3**
Next reduction target: **5%**
Data quality score: **12 out of 16**

Carbon footprint by emission source for year ending 2021, tCO₂e



Note: Your carbon footprint is reported two ways; one is using the location based method of calculating Scope 2 electricity emissions and the other the market based method. A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen (or their lack of choice).

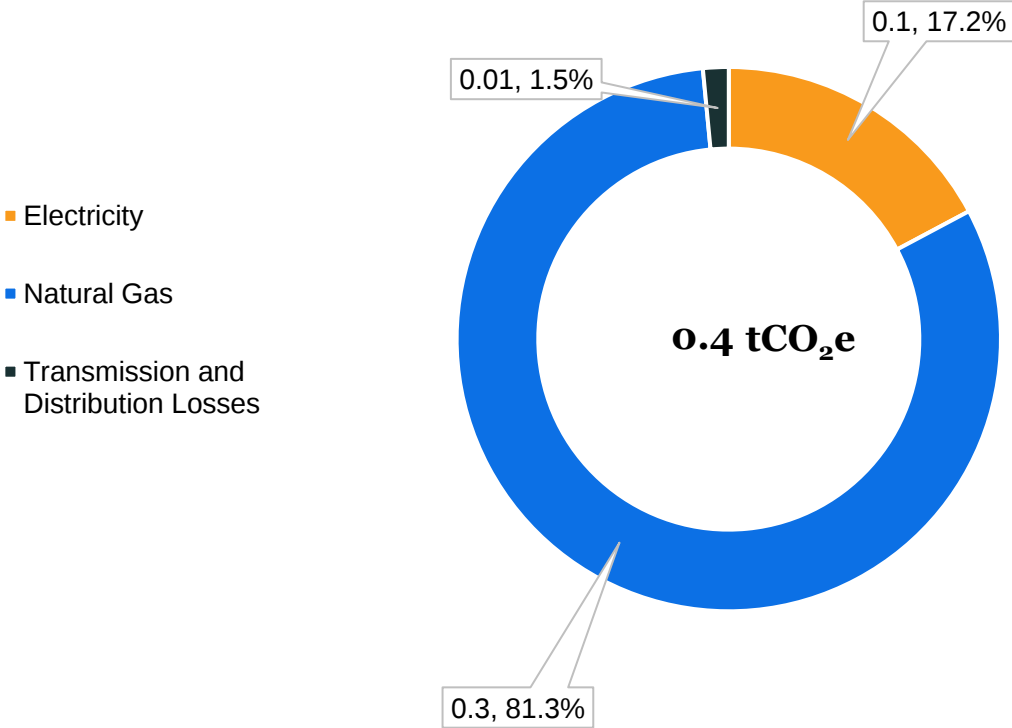


Carbon footprint.

BUILDINGS

Buildings	tCO ₂ e	%
Electricity	0.1	17.2
Natural Gas	0.3	81.3
Transmission and Distribution Losses	0.01	1.5
Total	0.4	100.0

Buildings emissions for year ending 2021, tCO₂e



All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.

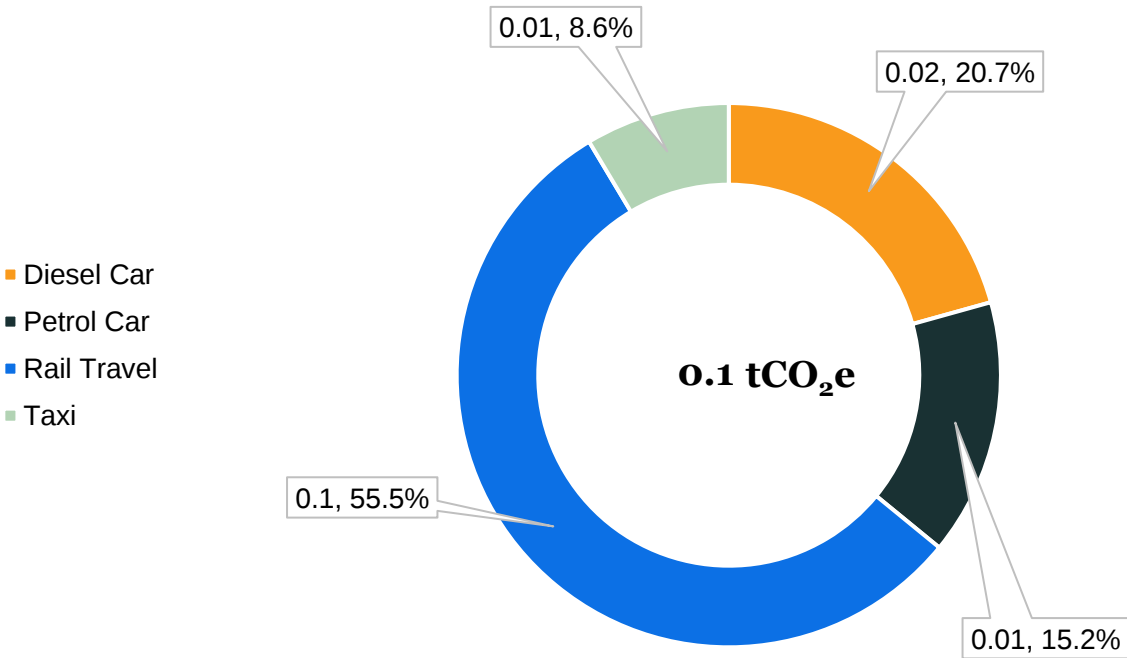


Carbon footprint.

Business TRAVEL

Business Travel	tCO ₂ e	%
Diesel Car	0.02	20.7
Petrol Car	0.01	15.2
Rail Travel	0.1	55.5
Taxi	0.01	8.6
Total	0.1	100.0

Business travel emissions for year ending 2021, tCO₂e



All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.

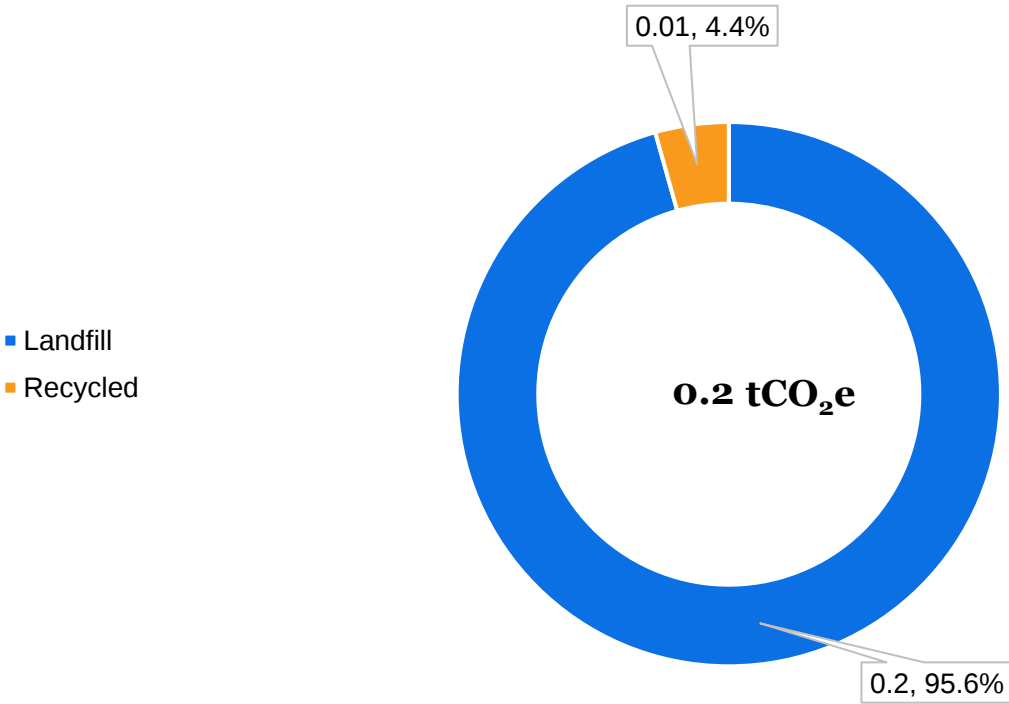


Carbon footprint.

WASTE

Waste	tCO ₂ e	%
Landfill	0.2	95.6
Recycled	0.01	4.4
Total	0.2	100.0

Waste emissions for year ending 2021, tCO₂e



 All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.

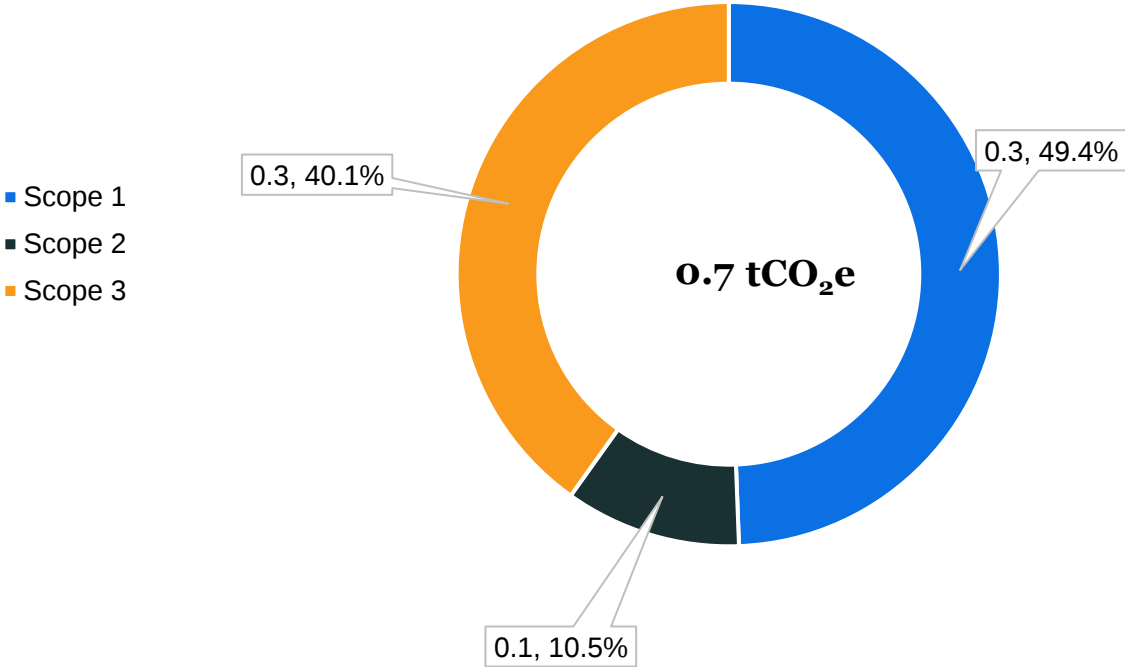


Total carbon footprint.

BY SCOPE

Scope	tCO ₂ e	%
Scope 1	0.3	49.4
Scope 2	0.1	10.5
Scope 3	0.3	40.1
Total	0.7	100.0

Total carbon emissions by scope for year ending 2021, tCO₂e



All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.



Carbon footprint.

HOME OFFICE

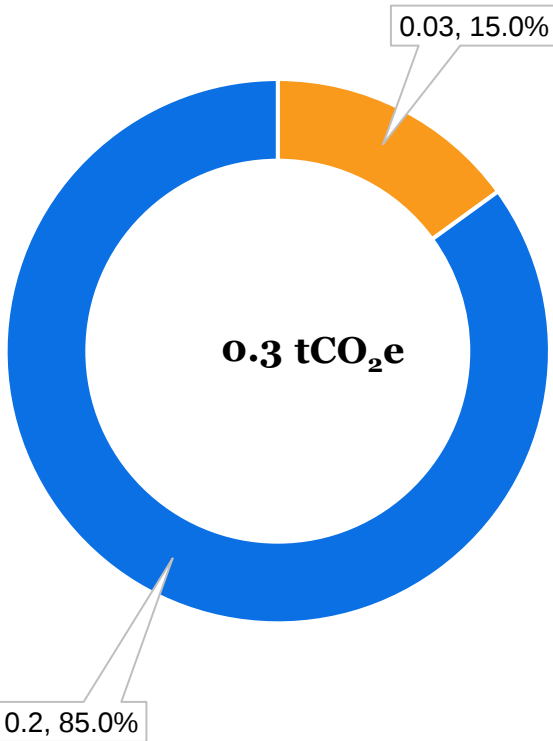
Notes:

- Due to the uncertainties surrounding Home Office emissions, and the fact that commuting emissions have not been calculated as part of your footprint, these figures are provided for information only in order to give an indication of the scale of the impact associated with home office energy consumption. They have not been included in your carbon footprint total.

Homeworking	tCO ₂ e	%
Electricity	0.03	15.0
Natural Gas	0.2	85.0
Total	0.3	100.0

Homeworking emissions for year ending 2021, tCO₂e

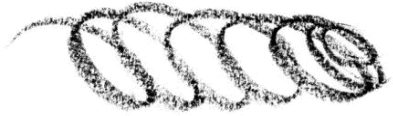
- Electricity
- Natural Gas



All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.



Looking ahead Targets for next year.



Total carbon
footprint
0.7 tCO₂e



Total carbon
reduction (5%)
0.03 tCO₂e



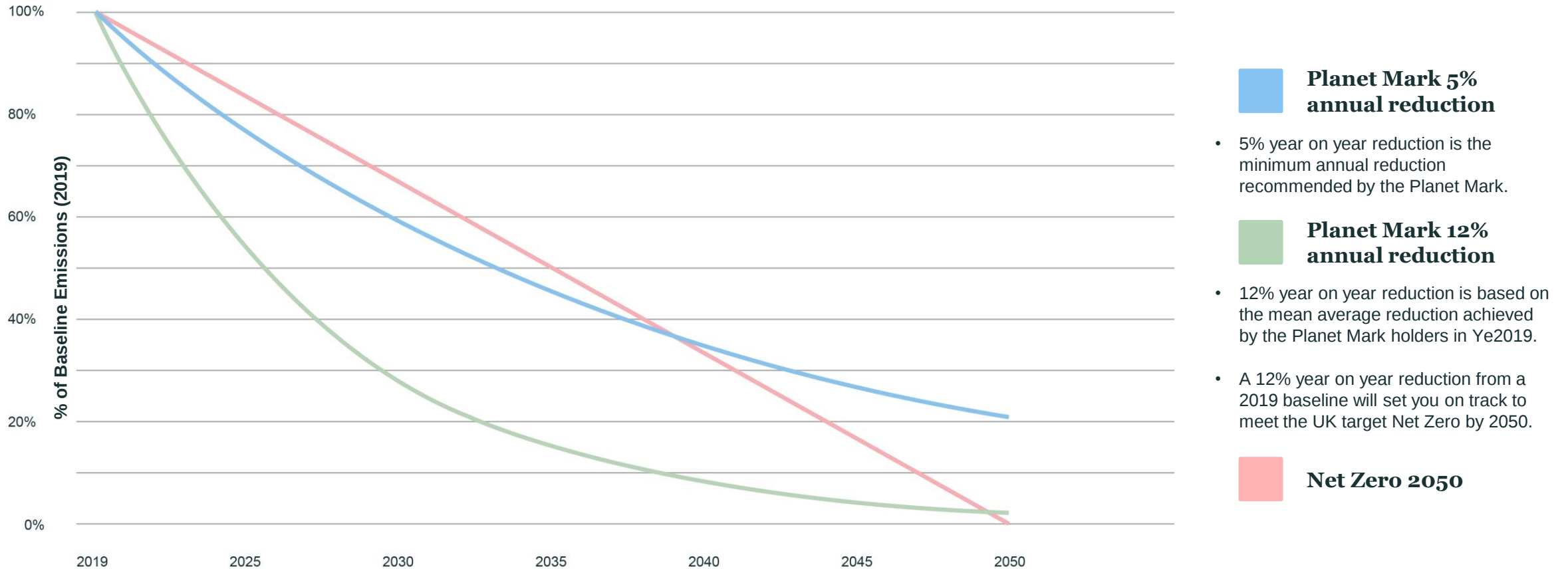
Carbon reduction
per employee (5%)
0.01 tCO₂e





Target setting.

A Decade of Action: Pathways to Net Zero through varying emissions reduction trajectories





Step two.

ENGAGE

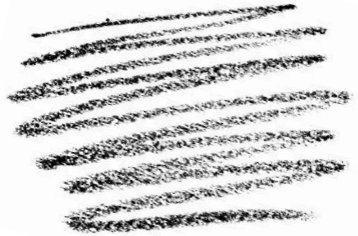




Workshops.

Our engagement experts will help unlock your employees' passion to innovate and take ownership of their environmental impacts.

Together, we celebrate every commitment and champion every success, providing positive reassurance to help you drive change from within.



Workshop	Description
Sustainability Energiser	A 1 hour session for everyone in the business. It raises awareness about sustainability, the business case for acting on climate change and the carbon footprint of the company. Includes brainstorm session inviting participants to come up with solutions.
Sustainability Plan Workshop	A 3 hour session which lifts the lid on operational carbon emissions, supporting a brainstorming sessions to understand impacts and consider actions that can make a material difference. Participants leave with a one-year Sustainability Plan with SMART targets, roles and responsibilities.
Business Sustainability Essentials Training	A 3 hour session covering the basics of business sustainability and the role your employees can adopt in driving change from within. Offered as both public and private event.
Stakeholder Engagement Workshop	A 30min-1 hour session, focussing on the member's sustainability journey to date, ambitions ahead with the view to encourage their suppliers/customers to join. Q&As, networking opportunity.



The Eden Project

PARTNERSHIP

At Planet Mark, we recognise that that we need nature to address the greatest challenges of our time.

The Eden Project, an educational charity, connects us with each other and the living world, exploring how we can work towards a better future. We contribute 5% of Business Certification fees to the Eden Project.

Planet Mark is a registered charity (No. 1090141) and a limited company (No. 02060814). It is a member of the Eden Project and is committed to the principles of the Eden Project's Code of Practice. Planet Mark is a member of the Eden Project and is committed to the principles of the Eden Project's Code of Practice.





Cool Earth

PARTNERSHIP

Protecting our rainforests is one of our best lines of defence against climate change.

- Cool Earth is helping rainforest communities to protect nearly 100,000 hectares of biodiversity rich rainforest across three continents.
- Behind this huge milestone are thousands of families whose futures have been transformed.
- We have protected one acre of Peruvian rainforest in your company name.





Step three.

COMMUNICATE



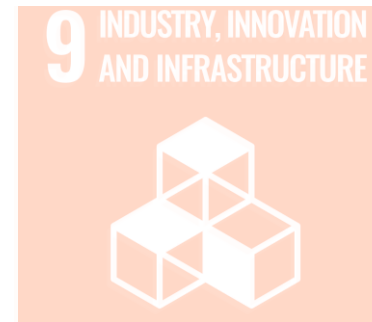
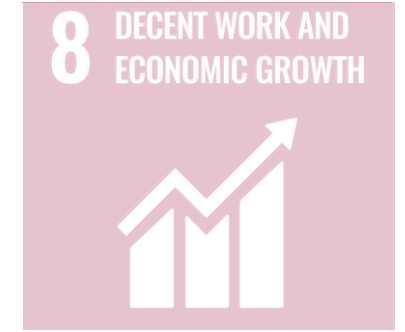
Communicating your international influence.

The Sustainable Development Goals (SDGs), also known as the Global Goals, are a collection of 17 interrelated goals set by the United Nations. They cover a broad range of social and economic development issues. These include poverty, hunger, health, education, climate change, gender, equality, water, sanitation, energy.

By measuring and reducing your carbon footprint with the Planet Mark, you can directly and measurably contribute to up to 9 SDGs addressing 18 SDG targets.

Contributing towards

5 SDGs

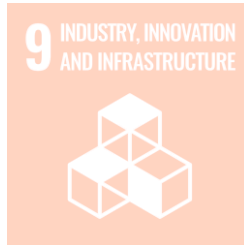




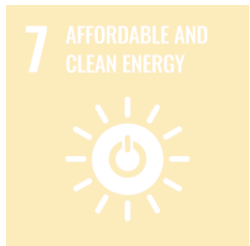
SDG alignment.



6.6 - Acre of rainforest protected



13.3 - Acre of rainforest protected, storing 260 tCO₂
13.3 - Donation to the Eden Project



11.6 - Measured carbon emissions
11.6 - 50% of waste recycled and composted
11.4 - Donation to the Eden Project
11.4 - Acre of rainforest protected



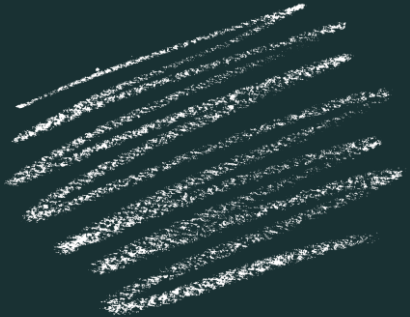
12.6 - Measured carbon emissions
12.5 - 50% of waste recycled and composted



15.2 - Acre of rainforest protected, storing 260 tCO₂



5 ways to accelerate your sustainability journey.



1. Review our recommendations

Guidance for general best practice: See the Appendix of this report for recommendations to do with Data Collection & Quality, Building, Waste, Travel, Paper, Staff Engagement and Supplier Engagement.

2. Join our online community

Planet Mark online community platform: If you haven't already, invite all of your staff members to join our online platform, open exclusively to Planet Mark members. A space to learn, share, celebrate and discuss. Join [here](#).

3. Use our toolkits & resources

Toolkits & Guides: Go to our Members Area on our [website](#) and make use of resources available to Planet Mark members.

4. Connect with us

Social media channels: We're active across social media and would love to help share your sustainability stories across our platform, just connect and tag us please!

5. Need more support?

We can help. We are here to support on your sustainability journey, no matter where you're at. If you're on a path to net zero, we have a suite of Net Zero [Solutions](#) to offer. If you want further stakeholder engagement support, browse our list of workshops [here](#) or just get in touch to discuss.



Data Report.

APPENDIX



Current					
01 January 2021 to 31 December 2021					
Source	Scope	Unit	Amount	tCO ₂ e	% total carbon footprint
Buildings					
Electricity (location based)	2	kWh	343.8	0.1	10%
Electricity (market based)	2	kWh	343.8	0	-
Natural Gas	1	kWh	1,881.8	0.3	49%
Transmission and Distribution Losses	3	kWh	343.8	0.01	1%
Travel					
Diesel Car	3	km	141.0	0.02	3%
Petrol Car	3	km	100.4	0.01	3%
Rail Travel	3	passenger.km	1,797.3	0.1	9%
Taxi	3	km	47.3	0.01	1%
Waste					
Landfill	3	tonnes	0.3	0.2	22%
Recycled	3	tonnes	0.3	0.01	1%
Location Based					
Total		tCO₂e		0.7	
No. employees		Number		2.3	
Total per employee		tCO₂e		0.3	
Turnover £m		£m		0.2	
Total per £m		tCO₂e		3.4	
Total floor space		m ²		2.3	
Building emissions per m²		tCO₂e		0.2	
Market Based					
Total		tCO₂e		0.6	
No. employees		Number		2.3	
Total per employee		tCO₂e		0.3	
Turnover £m		£m		0.2	
Total per £m		tCO₂e		3.0	
Total floor space		m ²		2.3	
Building emissions per m²		tCO₂e		0.2	

All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.



About this report – General.

Company Name	Avery & Brown Limited
Sector	Advertising, Marketing & PR
Reporting Period	01 January 2021 to 31 December 2021
Year Of Certification	1st
Reporting Boundary	Avery & Brown HQ (Cambridge House, 8 East Street, Farnham, Surrey, GU9 7RX)
Emission sources included	Electricity, T&D Losses, Natural Gas, Waste, Business Travel, Homeworking (excluded from footprint)
Total FTE Employees (annual average no.)	2
Total Internal Floorspace (m²)	2.3
Data Collection Lead	Russ Avery, russ@averyandbrown.com
Significant reporting changes	None
Current Conversion Factor	BEIS 2021
Methodology	We follow the GHG Protocol for Corporate Emission Reporting and The National TOMs Framework for Social Value Reporting. Refer to Planet Mark Code of Practice for detailed information on the methodology and standards used in the preparation of this report
Community Project	Contributions to the Eden Project and to Cool Earth's Asháninka community rainforest project have been made as part of Planet Mark Certification
Prepared by	Alice Szuszkewicz, Junior Data Analyst, Planet Mark
Checked by	Jamie Beevor, Head of Technical, Planet Mark Rima Trofimovaite, Head of Certification, Planet Mark
Date	01 June 2022



About this report – Caveats (i).

Operational Boundary	Scope	Unit	Data Source	Data Accuracy	Comments, omissions, estimates or extrapolations	Organisational Boundary
Electricity	2 and 3	kWh	Primary source - invoices	Actual meter reads with some extrapolation and interpolation to match reporting period	Consumption for the 46 day period 01/01/2021 to 15/02/2021 is extrapolated from an invoice covering the 32 day period 15/01/2021 to 15/02/2021. Consumption for the 17 day period 15/12/2021 to 31/12/2021 is interpolated from an invoice covering the 31 day period 15/12/2021 to 14/01/2022. It is estimated that the office is equivalent to 7% of the total building size (25sqm of 324sqm). Your electricity consumption is shown in the carbon footprint as Purchased Electricity emissions (Scope 2 emissions) and Electricity Transmission and Distribution losses (Scope 3 emissions). Your scope 2 electricity emissions are reported in two ways; one is using the location-based method and the other the market-based method. Location-based electricity emissions have been calculated using carbon emission factors for average UK national grid electricity and market-based electricity emissions have been calculated using carbon emission factors for your specific electricity supply fuel mix as published on your supplier's website for electricity supplied in the period Apr 2020 to Mar2021.	Avery & Brown HQ
Natural gas	1	kWh	Primary source - invoices	Actual meter reads with some extrapolation and interpolation to match reporting period	Consumption for the 97 day period 01/01/2021 to 07/04/2021 is interpolated from an invoice covering the 191 day period 29/09/2020 to 07/04/2021. Consumption for the 88 day period 05/10/2021 to 31/12/2021 is interpolated from an invoice covering the 197 day period 05/10/2021 to 19/04/2022. It is estimated that the office is equivalent to 7% of the total building size (25sqm of 324sqm).	Avery & Brown HQ

Note: unless otherwise stated in the report all electricity emissions are location based (i.e. calculated using carbon emission factors for average UK national grid electricity).
Do let us know if your electricity is from 100% renewable energy and we will provide dual reporting to show both market based and location based electricity emissions.



About this report – Caveats (ii).

Operational Boundary	Scope	Unit	Data Source	Data Accuracy	Comments, omissions, estimates or extrapolations	Organisational Boundary
Homeworking energy	3	kWh	Secondary source - Planet Mark homeworking energy calculation tool	Estimated	Includes additional electricity and space heating energy consumption as a result of working from home. We calculate energy consumption due to homeworking in each month of the reporting period based on the number of FTE who work from home. Space heating energy consumption in each month is derived from a Planet Mark degree day analysis using average UK energy consumption for a gas heated home. Monthly electricity consumption takes into account the electricity needed for a home office plus some other ancillary demand.	Avery & Brown HQ
Private vehicles used for business	3	km	Secondary source - data submission report	Actual	Distances found using Google maps (https://www.google.co.uk/maps/)	Avery & Brown HQ
Rail travel	3	pkm	Secondary source - data submission report	Actual	National rail - Distances found using LNER calculator (https://www.lner.co.uk/tickets-savings/the-best-way-to-travel/our-commitment-to-the-environment/#calculator#calculator). Underground rail - Distances found using Rome2Rio (https://www.rome2rio.com/).	Avery & Brown HQ
Taxi travel	3	km	Secondary source - data submission report	Actual	Distances found using Google maps (https://www.google.co.uk/maps/)	Avery & Brown HQ

Note: unless otherwise stated in the report all electricity emissions are location based (i.e. calculated using carbon emission factors for average UK national grid electricity).
Do let us know if your electricity is from 100% renewable energy and we will provide dual reporting to show both market based and location based electricity emissions.



About this report – Caveats (iii).

Operational Boundary	Scope	Unit	Data Source	Data Accuracy	Comments, omissions, estimates or extrapolations	Organisational Boundary
Waste Landfill	3	tonnes	Secondary source - data submission report	Estimated	Avery & Brown fill one 50L bag of general waste every 2 weeks. Weight estimated using Environment Agency factors based on bin size. Estimated as 'light materials'.	Avery & Brown HQ
Waste Recycling	3	tonnes	Secondary source - data submission report	Estimated	Avery & Brown fill one 50L bag of recycling every 2 weeks. Weight estimated using Environment Agency factors based on bin size. Estimated as 'light materials'.	Avery & Brown HQ
Headcount		no.	Primary source - confirmed by CEO	Actual	We have used annual average full time equivalent employees. Part time employees assumed to work 20 hours a week. We assume headcount only includes active employees (i.e. excludes employees on furlough).	Avery & Brown HQ
Turnover		£	Primary source - confirmed by CEO	Assumed Actual	None	Avery & Brown HQ
Floor Area		m2	Primary source - confirmed by CEO	Assumed Actual	Floor area is 25sqft. It is estimated that the office is equivalent to 7% of the total building size (25sqm of 324sqm).	Avery & Brown HQ

Note: unless otherwise stated in the report all electricity emissions are location based (i.e. calculated using carbon emission factors for average UK national grid electricity). Do let us know if your electricity is from 100% renewable energy and we will provide dual reporting to show both market based and location based electricity emissions.



About this report.

Data Quality.

Data quality score

The data quality score is based on the 'Data Quality Matrix' in the Planet Mark Code of Practice and provides an indication of data assurance when using information in this report in your business.

01 January 2021 to 31 December 2021		Definition
Relevance of boundary	3	Boundary accurately reflects the majority of the business carbon footprint for studied period.
Data completeness	3	12 months of data provided and all GHG emission sources within the boundary accounted for, no disclosure of exclusions.
Transparency	3	Data collection procedure clearly disclosed and full disclosure of assumptions. Some evidence provided.
Data accuracy	3	Efforts made to reduce uncertainties. No estimated meter readings, actual data provided where possible. Some estimations/sampling.
Total score	12 out of 16	

As a way to improve your data quality score for future reports, it is recommended:

- To centrally record business travel.
- To obtain waste weights where possible.
- Investigate the possibility of sub-meters within the office building.



About this report – Caveats – Adjusted Data (i).

Notes: Data for the periods shown below has been interpolated or extrapolated as indicated in the table.

Emission Source	Scope	Site	Data Source	Data Accuracy	Date From	Date To	No. of Days	Adjusted Date From	Adjusted Date To	Adjusted No. of Days	Comment
Electricity	2	Avery & Brown HQ	Meter Reading	Mixed (actual & est)	15-01-2021	15-02-2021	32	01-01-2021	15-02-2021	46	Consumption for the 46 day period 01/01/2021 to 15/02/2021 is extrapolated from an invoice covering the 32 day period 15/01/2021 to 15/02/2021. It is estimated that the office is equivalent to 7% of the total building size (25sqm of 324sqm).
Electricity	2	Avery & Brown HQ	Meter Reading	Mixed (actual & est)	15-12-2021	14-01-2022	31	15-12-2021	31-12-2021	17	Consumption for the 17 day period 15/12/2021 to 31/12/2021 is interpolated from an invoice covering the 31 day period 15/12/2021 to 14/01/2022. It is estimated that the office is equivalent to 7% of the total building size (25sqm of 324sqm).



About this report – Caveats – Adjusted Data (ii).

Notes: Data for the periods shown below has been interpolated or extrapolated as indicated in the table.

Emission Source	Scope	Site	Data Source	Data Accuracy	Date From	Date To	No. of Days	Adjusted Date From	Adjusted Date To	Adjusted No. of Days	Comment
Gas	1	Avery & Brown HQ	Meter Reading	Mixed (actual & est)	29-09-2020	07-04-2021	191	01-01-2021	07-04-2021	97	Consumption for the 97 day period 01/01/2021 to 07/04/2021 is interpolated from an invoice covering the 191 day period 29/09/2020 to 07/04/2021. It is estimated that the office is equivalent to 7% of the total building size (25sqm of 324sqm).
Gas	1	Avery & Brown HQ	Meter Reading	Mixed (actual & est)	05-10-2021	19-04-2022	197	05-10-2021	31-12-2021	88	Consumption for the 88 day period 05/10/2021 to 31/12/2021 is interpolated from an invoice covering the 197 day period 05/10/2021 to 19/04/2022. It is estimated that the office is equivalent to 7% of the total building size (25sqm of 324sqm).



Recommendations.

APPENDIX





Guidance for general best practice.

Data collection and quality

Evidence pack: Collate all relevant invoices in an electronic evidence pack.

Utilities: Take readings of all meters on the last day of the month. Investigate the installation of smart meters.

Headcount: Ask HR for a table showing monthly full time equivalent headcount for the whole reporting period.

Fuel: Introduce fuel cards.

Travel: Ask your travel suppliers to provide you with a report detailing mileage and mode of transport so you can accurately add data to your carbon footprint. For non centrally booked travel record mode of travel, destination/origin and distances travelled in expense claim forms.

Building

Energy efficiency: Regular 'energy audits' will help identify where most energy is being used and potential wastage from equipment, lights and heat loss. Investigate the installation of LED, T5 and sensor lighting and the upgrade of heating controls.

Waste

Carry out a waste management audit: To understand what waste you are producing, where it is coming from and what the best route for it would be. Provide plenty of bins for segregating waste correctly and encouraging recycling.

Engage your waste management supplier to help you reduce landfill waste and instead increase the proportion that goes to recycling and to energy from waste.



Guidance for general best practice.

Water

Check your meters at night, or when water is not in use, to monitor leakage.

Introduce a water use awareness campaign in communal kitchen areas.

Travel

Record all business travel and promote public transport options for business meetings.

Arrange safe and fuel efficient driving training for all drivers. Plan driver routes to finish at their homes.

Choose fuel efficient vehicles. Electric or hybrid cars are exempt from various taxes. Subsidies are also available for smallest vehicles. Provide incentives for employees to opt for low carbon cars, and limit choices to those which meet sustainability criteria.

Choose travel management companies, airlines, taxi companies, couriers and other providers that are Planet Mark certified, and look for clear progress on improving fuel efficiency and pursuing credible, sustainable solutions for travel.

Paper

Buy paper from sustainable forests or recycled content. Ask for FSC or PEFC branded paper as a minimum - ideally with the EU Eco label.

Choosing recycled content paper, your carbon emissions from paper use are reduced by 30% but choosing sustainably sourced paper the benefits are more holistic as you support the demand for sustainably managed forests which may otherwise be cut down for a different land use such as agriculture.



Guidance for general best practice.

Staff engagement

Organise annual sustainability workshops.
Carry out an energy awareness and 'switch off'
campaign.

Supplier engagement

Explore your possibilities and choose
consciously. Check the [Planet Mark website](#) for
companies that are currently engaged on reducing
their carbon footprint.

A BRIGHTER future.



THANK YOU

Get in touch

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