Carbon Reduction Plan

For Normans Musical Instruments

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NORMANS
MUSICAL INSTRUMENTS

positive planet

Our Commitment

Normans Musical Instruments is committed to achieving Net Zero emissions by 2050.

What does Net Zero mean in practice?

To achieve Net Zero, we will be aiming to reduce emissions in line with the latest science-based targets (SBTs). SBTs are greenhouse gas reduction goals set by organisations, they are defined as "science-based" when they align with the scale of reductions required to limit global temperature increases to 1.5°C compared to pre-industrial temperatures. To achieve Net Zero under this scenario, we will need to reduce our absolute emissions by 90% from our baseline year.

Our near-term targets:

1. Reduce Scope 1 emissions to zero by 2030.
2. Procure 100% renewable energy by 2026.
3. Reduce scope 3 emissions by 42% by 2030.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2050.
- Neutralise any residual emissions using verified carbon offsets.

Emissions covered by our targets:

- Scope 1 emissions: direct greenhouse gas emissions that occur from sources owned or controlled by a company, such as emissions from the combustion of fuels in on-site boilers, furnaces, or vehicles.
- Scope 2 emissions: indirect greenhouse gas emissions that result from the generation of purchased electricity, steam or other forms of energy consumed by a company.
- Scope 3 emissions: all other indirect greenhouse gas emissions that occur in an organisation's value chain, including emissions from upstream and downstream activities.

*Purchased electricity emissions are measured in two ways; the location-based method and the market-based method. The location-based method takes into account the emissions intensity of the grid from which the electricity was purchased, whilst the market-based method also takes into account the emissions intensity of the tariff and suppliers the reporting organisation has specifically chosen. The market-based method can therefore take into account purchases of renewable energy via a tariff. We have chosen to set targets and do final reporting using the market-based methodology.

Our Carbon Footprint

Baseline Emissions and Current Year

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. We have chosen to set our baseline year as May 2024 –Apil 2025.

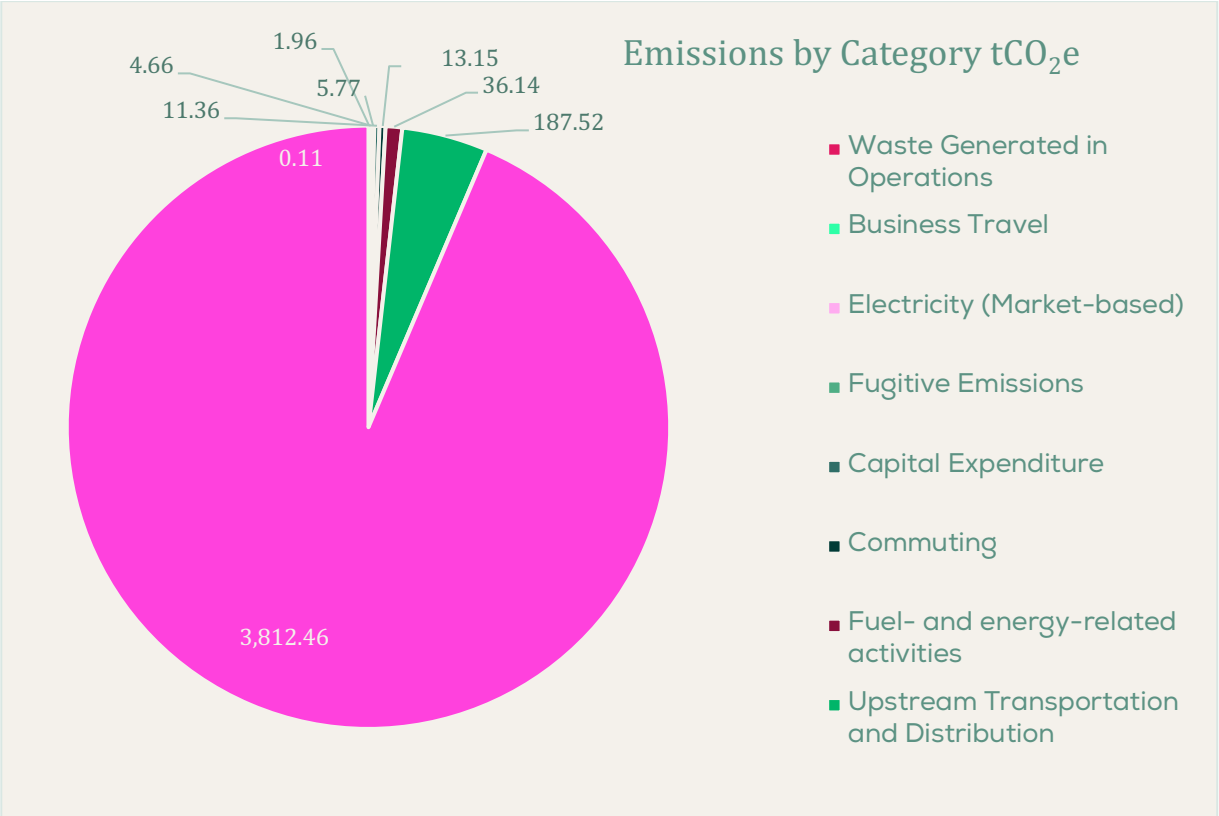
Baseline Year and Current Year: May 2024- Apil 2025	
The current reporting year (May 2024 – April 2025) is the first year that we have measured and reported our carbon footprint and will serve as the baseline year for future measurements. All scope 1, scope 2 and scope 3 emissions have been measured using the operational control approach.	
Emissions	Total (tonnes CO_2e)
Scope 1	5.8
Scope 2	Market-based: 4.7 Location-based: 9.2
Scope 3	4062.7
Total Emissions	**Market-based: 4073.1** **Location-based: 4077.7**

Carbon Intensity Metrics

Metric	Carbon Intensity
Tonnes of CO_2e per Employee	239.6
Tonnes of CO_2e per million of Revenue	593.1

Carbon intensity metrics are calculated using total market-based results.

Carbon Emissions Breakdown



Of the measured categories, Goods and Services accounts for the largest share of emissions, with a total of 3812.46 tCO_2e. This category includes emissions from a variety of physical goods and services required to run our business, including the purchasing of musical instruments, training and advertising. The second largest emissions source is upstream Transportation and Distribution which is 187.52 tCO_2e and this includes the sea, road and air shipments for supplies.

*Indirect energy emissions (GHG category; Fuel- and Energy-Related Activities) are those that occur upstream of energy use. In the other energy use categories e.g. business travel and employee commuting, we are accounting for the generation of electricity used or the combustion of fuels used. But these calculations do not consider the other emissions that occur e.g. the generation emissions of electricity lost in the transmission and distribution system or the well-to-tank (extraction, processing and transportation) emissions of fuels. To ensure we are measuring our full impacts, we have included these emissions for all scope 1, scope 2 (mandatory) and upstream scope 3 (optional) energy use activities.

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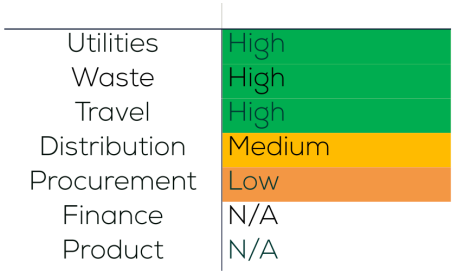
Measurement Results		
By Scope	tonnes	% of total
Scope 1	5.8	0%
Scope 2 (*Location-based*)	9.2	0%
Scope 2 (*Market-based*)	4.7	0%
Scope 3	4062.7	100%
By Category		
Office Utilities	10.4	0%
Company Cars	0.0	0%
Business Travel	2.0	0%
Employee Commuting	13.1	0%
Procurement	3823.8	94%
Distribution	187.5	5%
Waste	0.1	0%
Indirect Energy Emissions	36.1	1%
Location-based	4077.7	-
Market-based	4073.1	-

Data Quality



Normans Musical Instruments successfully provided high-quality data for their first-year measurement. This included energy consumption in kilowatt-hours (kWh) for electricity, kilograms of recycled waste, and water usage in cubic meters (m^3). They also reported travel distances related to public transport and mileage for business car travel. In addition, Normans Musical Instruments supplied data on their musical instrument purchases. However, there are currently no specific government emission factors available for individual musical instruments.

Carbon Reduction

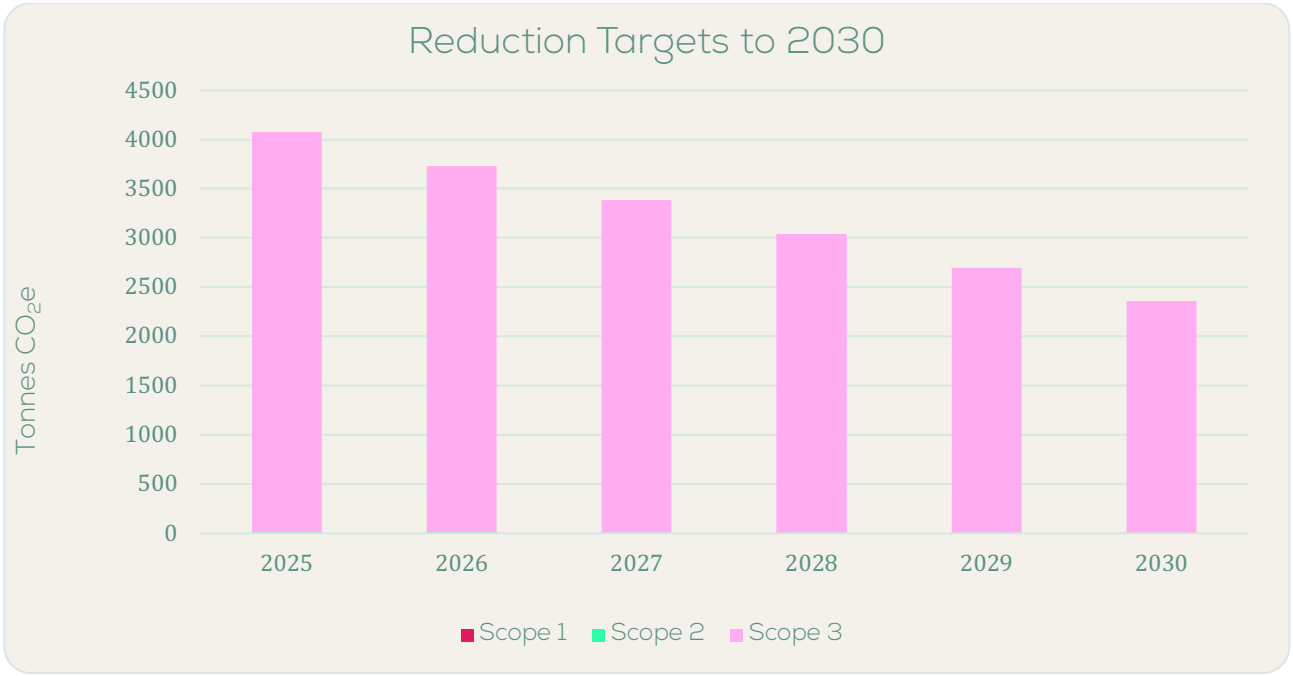
Our near-term targets:

1. Reduce Scope 1 emissions to zero by 2030.
2. Procure 100% renewable energy by 2026 and reduce market- based emissions to zero.
3. Reduce scope 3 emissions by 42% by 2030.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2050.
- Neutralise any residual emissions using verified carbon offsets.

The graph below shows our total market-based emissions targets to 2030 based on baseline emissions. To achieve a linear reduction, we would need to reduce Scope 1 emissions by 20% each year, Scope 2 emissions by 20% and a scope 3 of 8.4%. This would be a scope 1 reduction of 1.15 tCO_2e, a market-based scope 2 reduction of 0.03 and a scope 3 reduction of 341.27 tCO_2e each year. For the next measurement Normans Musical Instruments Music will be on a 100% renewable energy tariff for electricity which means that Market- based scope 2 emissions will be zero.



Progress

There is no progress on targets to date as this is the first year of measurement.

Completed Carbon Reduction Initiatives

The following emissions management measures and projects have already been completed or implemented by Normans Musical Instruments.

Activity	Completion Date	Scope
Normans Musical Instruments are committed to measuring their carbon footprint of business activities year on year to gain an understanding of pinch points and regularly be making efficient and direct improvements to reduce these emissions. Year 1 appointed Positive Planet to support with calculating baseline carbon footprint and reduction recommendations.	2025	1, 2 & 3
Normans Musical Instruments have been accredited with the **Bronze Carbon Literate Organisation award** from the Carbon Literacy Trust. Internal CL Training has already been completed by over half the team, with plans for all staff to be Carbon Literate by August 2025. A company Director is also a trained facilitator in Carbon Literacy and plans to deliver training on a wider scale locally once internal training is complete.	2025	1,2 & 3
In 2025, Normans Musical Instruments have switched to a **100% renewable energy tariff** with Octopus Energy, meaning next year's market-based electricity emissions will be zero.	2025	
Normans Musical Instruments have introduced a musical instrument recycling scheme, ReTune, for Music Education Hubs across the country. It gives unwanted musical instruments a new lease of life where possible and ensures others are recycled responsibly with a Zero Landfill guarantee. Any surplus generated from the scheme is reinvested in climate projects including Carbon Literacy Training for Music Hubs.	2025	1,2 & 3.
During this reporting period, Normans Musical Instruments have also **purchased a number of refurbished desktop computers** rather than buying new,	2025	3

helping to reduce electronic waste and emissions associated with production.		
The packaging of musical instruments in the A star range is 100% recyclable. They have moved away from plastic packaging of musical instruments. They are now wrapped in cardboard and paper which can all be recycled.	2025	3
Normans Musical Instruments have already completed an energy audit via a grant provided via our partnership with SBEN. After completing the audit, they have installed Heating motion sensors, LED lighting and Infrared heating panels. Estimated annual savings of £2.6k & 1,8 TCO2e.	2025	1,2 &3
Normans Musical instruments are part of the SME Climate Hub, and they have made a positive pledge to reduce their carbon emissions and be net zero by 2050.	2025	1,2&3
Normans Musical Instruments partnered with Earthly.org to invest in nature-based solutions. So far, they have already contributed to help funding projects including Seaweed Farming in Cornwall, Mangrove Planting in Madagascar and Forest Protection in Brazil.	2025	1,2 &3
Normans Musical Instruments already have a Green Team established and they have been working on implementing all the above actions.	2025	1,2 &3

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Future Carbon Reduction Plans

We are committing to action on the following emissions management measures and projects that are in line with our Net Zero targets.

Activity No.	Activity	Target Date	Category
Scope 1 & 2			
1	The top up emissions of gases for the air-conditioning unit emitted 5.6 tCO_2e. Ensure air-conditioning unit is regularly inspected and maintained to avoid leakage greenhouse gases. If the appliance is old, consider replacing it with a newer more energy efficient model that uses low Global warming potential.	2026-2028	Fugitive emissions
2	Total **location-based** electricity emissions (National Grid energy mix) are still 9.2 tCO_2e so there is an opportunity to reduce energy use. Implement behaviour change initiatives within the workplace for reduction of emissions, including clear messaging for turning off lights, monitors, computers, and other electrical appliances where appropriate. We will assign roles and responsibilities to Green Team members. High-level monitoring of energy use is key to understanding further pinch points.	2025	Purchased Electricity
Scope 3 – Suppliers			
3	**Implement a new Sustainable Procurement Policy.** Encourage suppliers to adopt sustainable practices and improve their own carbon footprint through supplier engagement, procurement policies and	2025-2026	Procurement

	contracts, and monitoring reporting mechanisms. For next year's measurement commit to sending out a Supplier Survey to request further information regarding suppliers' sustainability credentials. With support from Positive Planet send these to the top 10/15 suppliers by spend. This data collection will support reduction journey by gathering important emission data for future measurements & encourage supply chain integration towards Net Zero. **Complete this audit within two phases:** **Identify suppliers for engagement** **Formulate and collect data (survey/scoring)** Once completed prioritise suppliers with lower carbon footprints as part of the above phased approach. This may also involve continuing to purchase second hand/refurbished (furniture, IT equipment) and extending the lifespan of purchased items. Develop and monitor procurement policy for all new suppliers to align to Net Zero goals.		
Scope 3 – Company Culture			
4	**Work to further embed sustainability into our company culture; this will include actions such as:** Reviewing our company policies to ensure they all align with our carbon reduction goals. Embed sustainability into company meetings and newsletters. Continue to set an example of environmental sustainability by working with other local organisations on Carbon Literacy and engaging Music Education Hubs with our ReTune instrument recycling scheme. Continuing to share our journey through talks and presentations in the Music Education sector, and local SMEs through our partnership with SBEN, to promote	2025-2026	All scopes and categories

	collaboration, learning, and wider environmental impact.		
Scope 3 – Business Travel and Commuting			
5	**Develop and implement a Sustainable Travel Policy** for Normans Musical Instruments to support environmental impact of choices when travelling and commuting. The priorities within this policy will support active travel and low emission travel options where appropriate. Commit to offering support to workforce with options for active travel schemes, such as bike to work or car sharing opportunities. Utilise the emissions travel hierarchy: Digital communication Walking and cycling Public and shared transport EV's and car sharing/clubs ICE vehicles and car sharing/clubs Air travel Consider creative ways to engage and support the workforce to influence change. Examples include setting an internal organisation carbon credit scheme (limit that to a number of tCO_2e per year), extra holiday days for low emission travel choice, bonuses, subsidised travel, equal mileage payments for diesel/petrol/EVs/cycling.	2025	Business Travel, Commuting
6	Explore options for **van hire**, with a focus on switching to **electric or hybrid vehicles** for musical instrument pickups and deliveries. Transitioning to low-emission vehicles will help us: Reduce our transport-related carbon footprint Align logistics with our broader carbon reduction targets Demonstrate leadership in sustainable business practices.	2025-2026	Business Travel

Upstream Transportation and Distribution			
7	**Review logistics partners/couriers and utilise** the above Sustainable Procurement Policy. Work with providers to gather their emissions data, and/or switch to lower-carbon providers if necessary.	2025-2026	Upstream Transportation
8	**Commit to reducing or eliminating air freight** for musical instrument supplies and continue to prioritise sea freight followed by road freight which will reduce emissions.	2025-2026	Upstream Transportation
9	**Continue to liaise with key suppliers to establish optimum packaging** volume per shipment. Also continue to work with supplies to ensure packaging is made from cardboard and paper to reduce single use plastic.	2025-2026	Waste and Upstream Transportation
All Scopes			
10	**Continue to improve the quality of data year on year**. Next year we will also provide an asset list for any electrical items including laptops. This will allow us to reduce the amount of spend data used in the footprint, increasing the accuracy, we will then be able to work out the Product Carbon Footprint of these products.	2026	1,2 & 3

Declaration and Sign-off

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard [1] and uses the appropriate Government emission conversion factors for greenhouse gas company reporting [2].

This Carbon Reduction Plan has been reviewed and signed off by Norman Musical instruments Executive Team.

Signed on behalf of Normans Musical Instruments Ltd:

Name: **Andy McKeown**

Position: **Director**

Date: **1st August 2025**

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