



Plus Four Market Research (Plus4) Carbon Reduction Plan

10th June 2025

Commitment to achieving Net Zero

Plus4 has a single office in London (inclusive of our viewing facility) with a total of 10 employees. Plus4 is committed to achieving Net Zero emissions by **2050**.

Emissions Footprint based on Operational Control

Baseline emissions are a record of the greenhouse gases that have been produced in the past, they are also the reference point against which emissions reduction can be measured.

Baseline Year: 2024/25 Financial Year Calculated using the Carbon Calculator on the SME Climate Hub of which we are members.		Reporting Year: 2024/25 Financial Year This is baseline year, so figures are the same.	
Baseline year emissions:		Current year emissions:	
EMISSIONS	TOTAL (tCO₂e)	EMISSIONS	TOTAL (tCO₂e)
Scope 1	4.6	Scope 1	4.6
Scope 2	1.216	Scope 2	1.216
Scope 3*	15.487	Scope 3*	15.487
Total Emissions	21.30	Total Emissions	21.30

**Business travel, employee commuting, purchased goods/services, capital goods, fuel-and-energy related activities, transportation/distribution (courier services), waste, investments.*

Emissions reduction targets

In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets: we project that carbon emissions will decrease over the next five years to 17 tCO₂e by **2030**. This is a reduction of 20%.

In future years, a progress chart will be added herein.

Carbon Reduction Projects

The following environmental management measures and projects have already been completed prior to the **2024/25** baseline and the measures will be in effect when performing any contract.

- Joined SME Climate Hub
- Minimising the amount of waste generated by requiring staff only to print hard copies where necessary
- Ensuring that photocopying is only used where necessary and double-sided copying is used where possible
- Supplying each floor of the office with recycling bins/bags
- Re-use and/or recycle whenever possible, notably paper ... and ink cartridges (used cartridges are dropped-off at centres for recycling) as well as office furniture (often bought/sold as 'used')
- Automate/digitise as many paper processes as possible
- Encouraging staff/visitors to reduce carbon emissions by cycling, walking, or using public transport rather than driving – all offices are located within 5 minutes of main-line stations
- Ensuring that where possible public transport should be used for business travel, the train being preferred
- All core services are centrally located to minimise internal travel for staff
- We support remote home working (and flexible working) for employees where appropriate, including secure access to work servers
- We provide web streaming facilities to clients allowing them to view focus groups without the need for travel
- We encourage staff to ensure that printers, photocopiers, PCs and monitors are powered down when not in use (rather than standby)
- Unwanted IT equipment is recycled or disposed of in a sensitive way
- The office layout provides high levels of natural light

In the future we hope to implement further measures guided by <https://smeclimatehub.org/action-space/> e.g.

- Install smart meter(s)
- Switch to green tariffs with energy suppliers (look for those producing 100% renewable energy, with certification)
- Use courier services that use e-transport
- Speak to suppliers concerning their own carbon reduction plans
- Search for funding to install cycle storage/bars
- Search for funding to install electric charging stations for personal vehicles
- Review authentic (verified/certified) carbon offsetting options

Declaration and Sign Off

The SME Climate Hub Carbon Calculator follows GHG Protocols, therefore 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.

Signed on behalf of the Supplier:

Cara Allan, Director, Plus Four Market Research Ltd

Date: 10/06/25

Renewal due by end June 2026.

Reported via SME Climate Hub.

More detail available on reported data on request.

Any queries should be directed to Cara Allan via <https://www.plus4.co.uk/contact>

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>