



WILLOW DIRECT  
IMPORT & WHOLESALE OF THE FINEST BASKETWAL

# WILLOW DIRECT LIMITED CARBON REDUCTION PLAN (01 January 2024 - 31 December 2024)

# Introduction

As in our previous years' reports, **Willow Direct Limited** remains proud of the fact that we import & supply to our trade customers products that are by their own nature sustainable, in the form of our Willow Basketware.

The willow used to produce our basketware is coppiced from fast-growing regenerating crops that are cultivated solely for this purpose, sustaining traditional farming methods without the use of chemical application. The baskets are then handmade by skilled craftsmen, producing high quality, durable products as a result.

As the products that we import & trade are by their own nature sustainable, resultantly we strive to ensure as far as is possible that our impact across all areas of our business operations is both measured & minimised.

We continue to seek information from our suppliers on the characteristics of fitments & finishes added to our basketware. We aim to provide to our customers as accurate information as is possible on fitment composition & origins & to pursue alternative sustainable improvements where feasible.

Additionally, we continue to seek detailed emissions data from our transportation partners to be able to calculate our downstream transportation figures for the use of their services.

We fully recognise that it is our Importing activities & Goods Out operations that represent the significant source of our emissions.

We continue to collaborate with our sustainability partner, Zellar to aid the progression of measuring & improving our emissions data.

This report contains :

1. Our annual emissions data (from our 2024 operations).
2. Completed actions.
3. Planned actions.



# Our Emissions Data





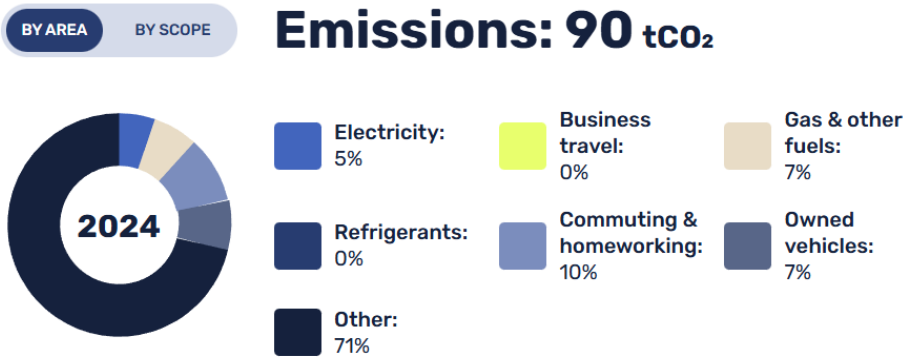
# Emissions

We have calculated our Scope 1, 2 & 3 emissions data for 1 year (2024). We will continue to track and report our annual emissions data going forward.

Scope	Emissions Source	Emissions (tCO <sub>2</sub> e)	
		2024	2023
Scope 1	Natural gas	5.9	5.9
	Owned vehicles	6.6	6.9
Scope 2	Electricity	4.7	4.3
Scope 3	Business travel	0.0	0.0
	Commuting & homeworking	8.6	7.5
	Waste & water	0.06	0.1
	Downstream transportation & distribution	17.5	11.0
	Purchased goods & services	46.8	76.0
Total		90.16	111.7

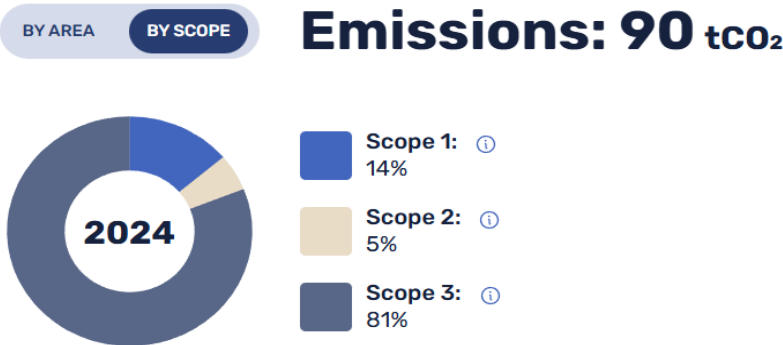
## 2024 Emissions

EMISSIONS BREAKDOWN



## Scope

EMISSIONS BREAKDOWN



# Methodology

Emissions are calculated via Zellar's sustainability platform. Zellar's calculation approach aligns with the Greenhouse Gas Protocol. Emission factors are based on the latest UK government CO2e conversion factors or the most applicable available, and updated annually.

The GHG Protocol classifies emissions into 3 "scopes" namely :

- Scope 1 – A Company's direct emissions from owned or controlled sources such as emissions from vehicles, combustion, processes, or leakages.
- Scope 2 – A Company's indirect emissions from the generation and consumption of purchased energy (electricity, heating, cooling).
- Scope 3 – A Company's indirect emissions (not included in scope 2) that occur in the value chain of the reporting company, including both upstream and downstream emissions, as a consequence of the company's operations.

We have calculated our scope 1 & 2 emissions, plus the impact of business travel, commuting & home working.

We have also measured our Scope 3 emissions from both our Importing activities & Goods out operations (Purchased Goods & Downstream transportation & distribution). We have collaborated with our suppliers to obtain as accurate data as is possible at this time. As previously we have considered goods out emissions that are paid for only by Willow Direct Limited. Any goods out operations paid for by our customers will require to be taken into account in their Scope 3 calculations.

The limits of our Scope 3 calculations are within these operations at present as these constitute our main impact.

We commit to track & reduce our emissions over time.

## Emissions – Our Calculations Findings

Our calculations evidence an overall decrease from our 2023 Company figures.

The decrease is mostly seen in our Purchased Goods calculations as the Company imported less product in 2024 than in 2023.

There are some points to note in our 2024 findings :

- There has been an increase in our Downstream transportation & distribution figures (our Goods Out operations). This is due to receiving for the first time more detailed data from one of our courier partners. The more detailed & accurate data gives logical reasoning to the increase.
- There is a slight increase in our commuting figures. The explanation for this is that some staff members moved address during the relevant period and 1 remote worker made a return trip to Company Head Office.
- Business travel (not commuting) remained at zero for 2024.





Completed Actions



# Completed actions undertaken to Reduce our Impact

The following environmental management measures and projects have been completed :

- We have engaged our supply chain, working together to promote & implement sustainability practices. We continue to query information from our suppliers on the characteristics of fitments & finishes added to our basketware. We aim to pursue alternative sustainable improvements where feasible to reduce impact..
- We continue to assess our importing practices. We have always used shipping as our mode of transport for importing purposes. We continually work in conjunction with our suppliers & ensure that our containers are stocked fully prior to beginning their journey. This helps lessen our impact in this activity.
- We have successfully reduced waste generation & minimised the proportion sent to landfill through efficient waste management. Our waste uplift partner strives to ensure that only 2% of any waste that they collect will go to landfill. We are working together with them to get accurate weight data for the uplift of our waste in order to improve the accuracy of our calculations & to help reduce impact. We continue to implement small measures. For example, we continue to use ceramic cups within our premises, instead of single use alternatives. We also use a little paper as possible in our Office operations.
- We have installed Electric Vehicle (EV) charging at our Head Office premises as part of our commitment to sustainability. This may be extended in the future.
- We have installed energy-efficient LED lighting in most of our premises, reducing energy consumption & lowering carbon emissions. The initial outlay for this project has been outweighed in the saving of replacement bulbs & the difficulty the bulbs created in reaching them safely within our warehousing areas.
- We have installed lighting sensors in most of our warehousing facilities to assist in reducing usage. They appear to be working well taking into consideration any energy savings & the safety of our valued team.
- We have installed smart meters, enabling us to monitor & manage our energy usage more effectively.
- We have installed an energy-efficient boiler, optimising heating systems & reducing energy consumption. The installation ensures we can benefit from an energy efficient boiler onsite. It is serviced annually to keep the boiler running optimally.
- We continue to review our water usage. Thankfully our water usage within the business is relatively small, and reduction measures are not feasible as a result.
- We have undertaken an energy audit & worked with the DE-Carbonise project, led by the University of Derby, in collaboration with Derby City & Derbyshire County Councils to assist us in our path to reduce impact.
- We have successfully minimised our own packaging, significantly reducing waste & minimising our environmental impact.
- We have minimised business travel, adopting alternative remote communication options to reduce our carbon footprint. Again in 2024 we minimised business travel to reduce our impact, instead choosing to use other forms of technology to liaise with suppliers and to engage with customers.
- We have sourced products from local suppliers where possible, reducing transportation emissions & supporting our local economy.
- We have developed & documented our business sustainability policy, clearly stating our commitment to environmental and social responsibility. It is our intention to update the policy as and when required.

- We continue to engage & discuss with our employees' sustainability topics & initiatives, fostering a culture of environmental consciousness.
- We have offered advice to employees who work from home, supporting them in adopting environmentally friendly practices.
- We have invested in a green pension scheme, supporting environmentally sustainable initiatives through our pension fund.
- We have chosen a sustainable insurance provider, ensuring our insurance coverage aligns with our sustainability goals.
- Willow Direct has signed up to the SME Climate Commitment. In doing so we have pledged to halve our emissions by 2030, achieve net zero by 2050, and to disclose progress on an annual basis.





SET 4 RED

WILLOW DIRECT  
IMPORT & WHOLESALE OF THE FINEST BASKETWARE

WILLOW DIRECT  
IMPORT & WHOLESALE OF THE FINEST BASKETWARE

Planned Actions



## **In the future we hope to implement further measures such as:**

- Looking into getting involved with greener shipping options as they become more readily available across the world.
- Looking to introduce electric vehicles to our fleet for eco-friendly transportation.
- Switching to 100% green energy & utility providers as our contract renewal dates allow.
- Considering local biodiversity projects to become involved in – However, we are very conscious that we do not want to simply offset our impact. We will also only consider reputable & worthwhile projects.
- Looking at potential biodiversity projects in the areas of our major suppliers. This could assist in emission reductions where we cannot reduce our impact otherwise.



# Declaration & 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>1</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>2</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>3</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:**

.....

Date: .....10.12.2025.....

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

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

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



For live updates:

Scan to search and view our Zellar sustainability profile



## zellar

Zellar is a trusted sustainability platform that helps organisations measure, manage, and reduce their carbon emissions. It enables rapid, accurate emissions tracking, alongside practical tools to support real-world improvement.

Zellar aligns with key regulatory and voluntary frameworks, including the Greenhouse Gas Protocol and the UK Government's PPN 06/21 procurement policy.

Unlike static templates or basic carbon calculators, Zellar turns measurement into action. Through Zellar Coach, users receive personalised sustainability guidance and can track their impact over time—backed by verified data that's ready to share with funders, investors, and partners.

Zellar is also actively shaping the UK's SME carbon data standard through partnerships with national taskforces and financial institutions.

By using Zellar, organisations demonstrate not only compliance, but a commitment to high-quality, credible data that supports access to green finance, procurement opportunities, and transparent ESG reporting.