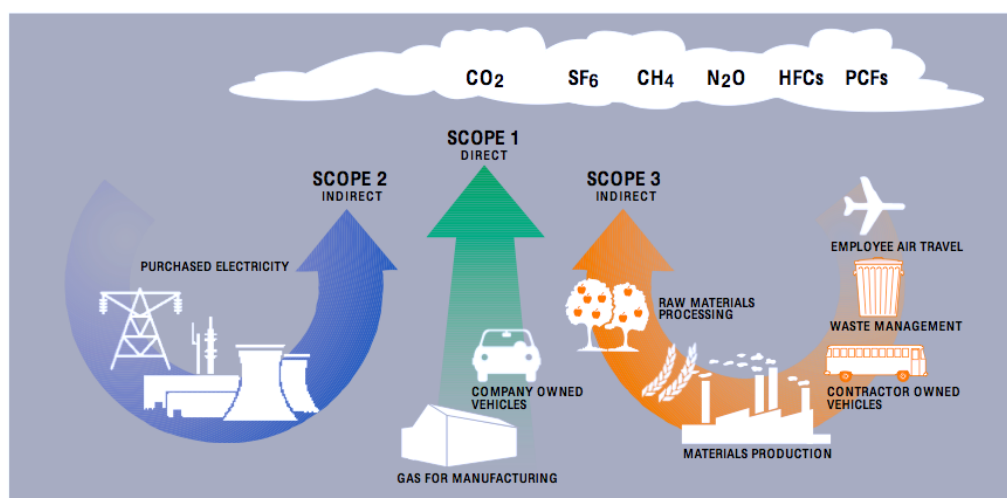


GHG Emissions Report – Organisational Boundary and Methodology

The organisational boundary for this Greenhouse Gas (GHG) inventory has been defined using the **financial control approach**, in accordance with the **GHG Protocol Corporate Standard** and the UK Government methodology outlined by **DESNZ**.

The GHG Protocol is the globally recognised framework for measuring and managing greenhouse gas emissions. It classifies emissions into three categories:

- **Scope 1:** Direct emissions from owned or controlled sources
- **Scope 2:** Indirect emissions from the generation of purchased electricity, steam, heating, and cooling
- **Scope 3:** All other indirect emissions occurring across the value chain



This report reflects **Audit Bureau of Circulations Ltd. (ABC)** commitment to transparency, carbon accountability, and continuous progress toward Net Zero. Using this approach ensures that all emissions associated with activities under ABC Ltd' financial control are included. The inventory covers:

- **Scope 1 emissions** (where applicable)
- **Scope 2 emissions**, calculated using the **location-based method**
- **Relevant Scope 3 emissions**, specifically:
 - Category 3: Fuel & Related Activities
 - Category 6: Business Travel
 - Category 7: Employee Work from Home

A hybrid approach was utilised with ABC Ltd utilising GHG emissions factors per unit and spend based emissions factors, this aligns with GHG Protocol guidance, balancing data quality and completeness. It enables ABC Ltd to identify emissions hotspots and informs ongoing product optimisation and Scope 3 reduction strategies.

Clarification of Terminology

- **Carbon Neutral:** Zero net emissions from direct company-owned operations (Scopes 1 & 2).

- **Net Zero:** Zero emissions across all scopes (1, 2 & 3), including upstream and downstream value chain impacts.
- **CO₂e (Carbon Dioxide Equivalent):** A unified metric used to express the impact of various greenhouse gases in terms of their equivalent global warming potential (GWP) as CO₂.
- **T&D** (Transmission & Distribution).
- **WTT** (Well to Tank).

Carbon Footprint Report for Head Office

01 January 2024 to 31 December 2024

Part 1: Descriptive information

Descriptive information	Company response
Company name	Audit Bureau of Circulations Ltd
Description of the company	ABC release data for the UK media industry to use when trading print and digital advertising. ABC work with media buyers and sellers to set impartial, industry-agreed measurement standards.
Chosen consolidation approach (equity share, financial control or financial control)	Financial control
Description of the businesses and operations included in the company's organizational boundary	1 building 136 m ² , 45 staff.
The reporting period covered	1 January 2024 to 31 December 2024
A list of Scope 3 activities included in the report	Categories 3, 6, & 7
A list of Scope 1, 2, & 3 activities excluded from the report with justification	Not Applicable
The year chosen as base year and rationale for choosing the base year	1 January 2021 to 31 December 2021
PAS2060 emission sources accounted for:	<input checked="" type="checkbox"/> Electricity <input checked="" type="checkbox"/> Gas <input type="checkbox"/> Waste <input checked="" type="checkbox"/> Travel <input type="checkbox"/> Water <input type="checkbox"/> Manufacturing emissions

Part 2: Greenhouse Gas Emissions Data

The Head Office emitted 4,172.77 kgCO₂e (4.17 tCO₂e) in 2024 across **Scopes 1 & 2**.

This results in a Scope 1 & 2 Location-Based intensity indicator of:

- **92.32 kgCO₂e** per full-time equivalent (FTE) employee
- **1.27 kgCO₂e** per £1,000 turnover
- **30.68 kgCO₂e** per m² office space

Scope 3 emitted 26,131.49 kgCO₂e (26.13 tCO₂e LB) in Categories 3, 6 & 7. When combined with Scope 1 & 2, this results in a total footprint of **30.30 tCO₂e** (LB). **The Scope 1–3** Location Based intensity indicators are:

- **670.45 kgCO₂e** per full-time equivalent (FTE) employee
- **9.23 kgCO₂e** per £1,000 turnover
- **222.83 kgCO₂e** per m² office space

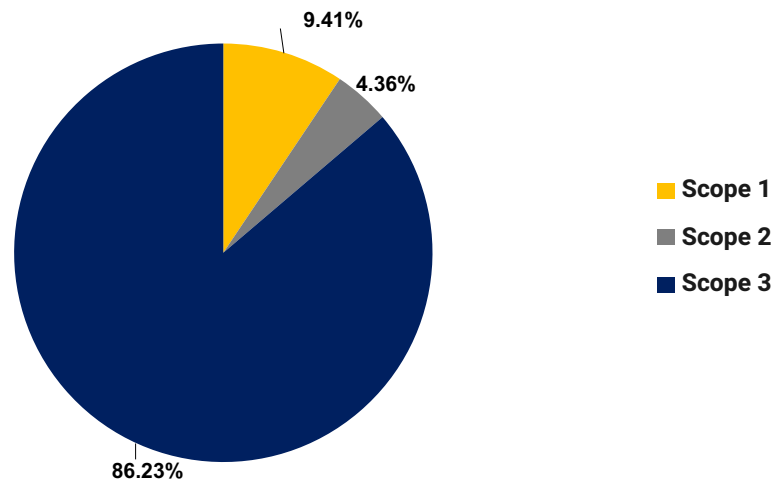
Table 1: UK GHG emissions & energy use data between 1 January 2024 to 31 December 2024

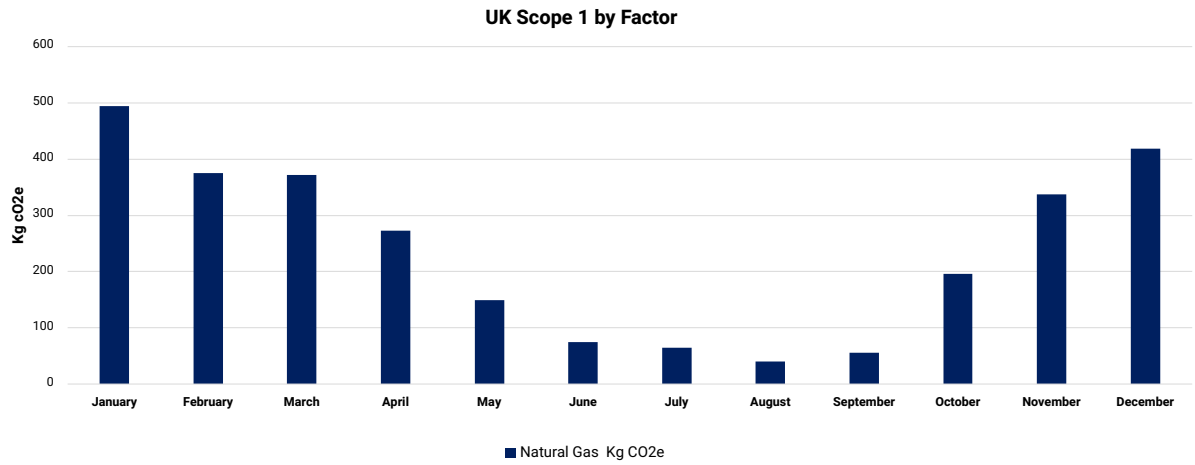
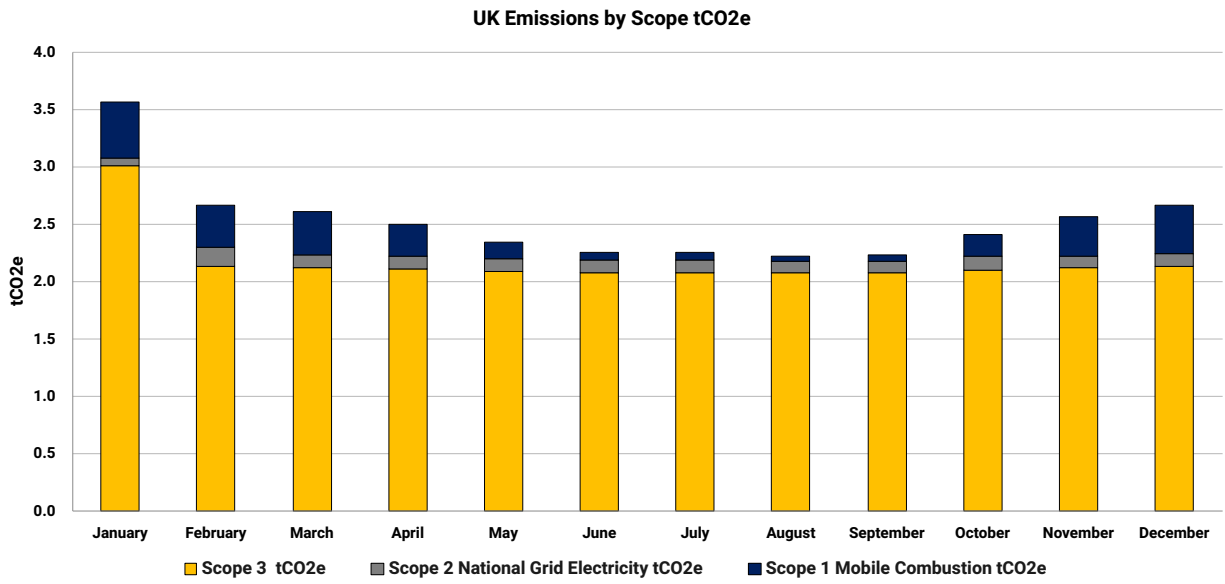
Emissions Source	Unit of Measure	Total	Carbon (kgCO ₂ e)	Carbon (tCO ₂ e)
Scope 1 (Direct)				
Natural Gas	kWh	14069.5	2851.05	2.85
Scope 1 Total			2851.05	2.85
Scope 2 (Energy, Indirect)				
National Grid	kWh	6383.6	1321.72	1.32
Scope 2 Market Based Total		6383.6	1321.72	1.32
Scope 1 + 2 Total			4172.77	4.17
CO₂e per FTE Scope 1 & 2	Employees		92.32	0.09
CO₂e per £ 1,000 Turnover Scope 1 & 2	£		1.27	0.00
CO₂e m² Scope 1 & 2	m²		30.68	0.03
Scope 3				
Fuel and Related Activities (Cat 3)				
WTT Natural Gas	kWh	14069.5	470.91	0.47
T&D Electricity	kWh	6383.6	116.82	0.12
WTT Business Short Haul Air Travel	Km	4228.4	95.10	0.10
WTT Business Car Avg Diesel	Km	1241.1	51.46	0.05
WTT Business Taxi	Km	93.8	3.47	0.00

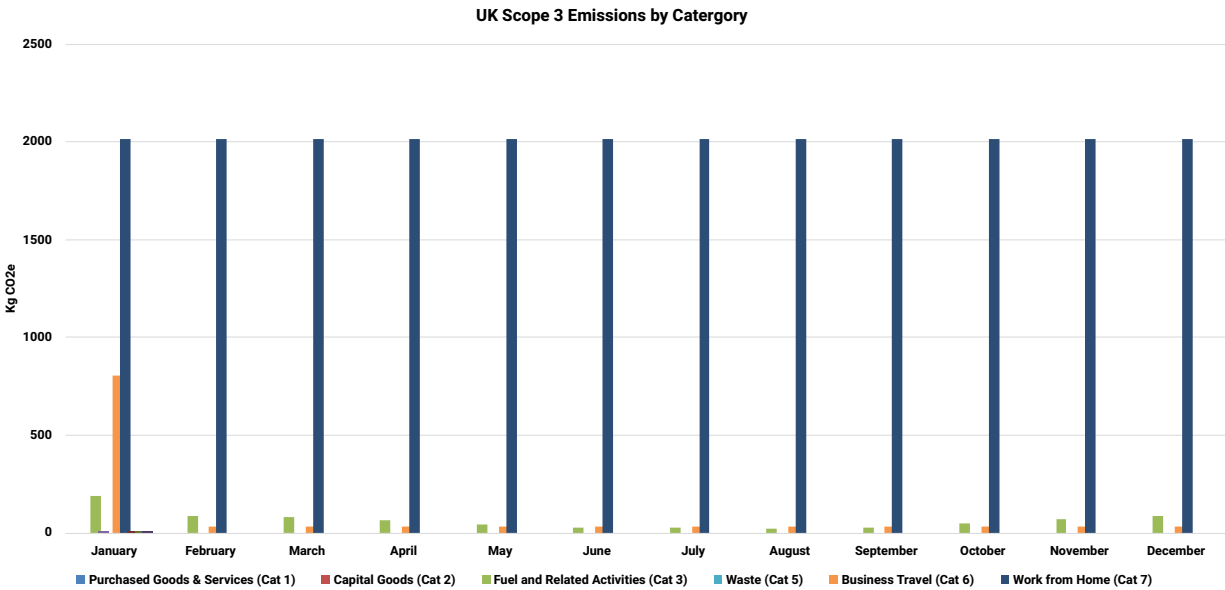
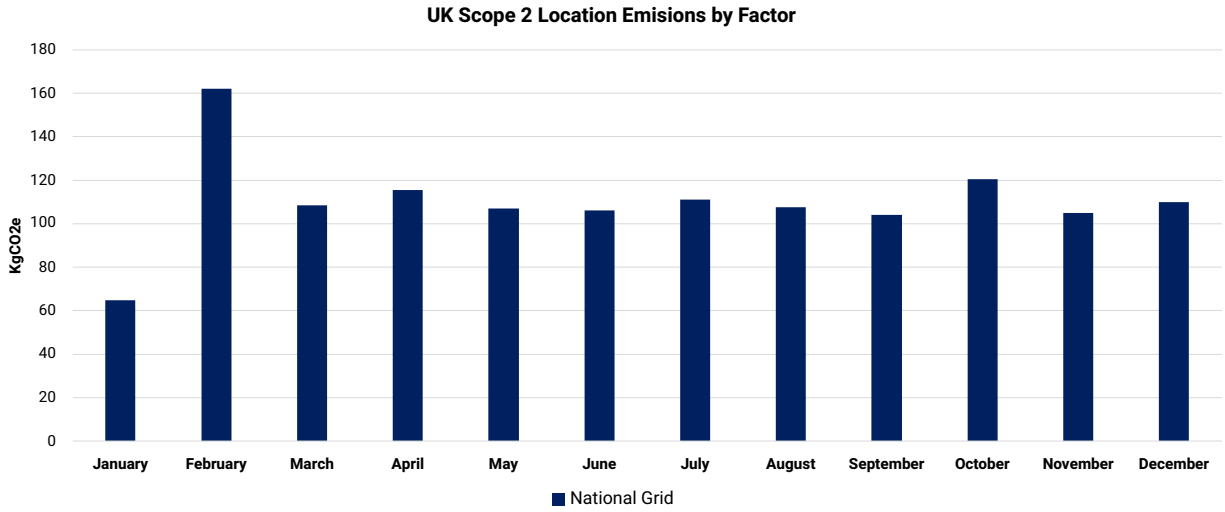
WTT Business London Underground	Km	953.2	6.94	0.01
WTT Business National Rail	Km	3583.8	32.15	0.03
Total Cat 3			776.84	0.78
Business Travel (Cat 6)				
Air Travel Short Haul Business Economy With RF	Km	4228.4	773.25	0.77
Business Car Diesel	Km	1241.1	210.80	0.21
Business Taxi	Km	93.8	13.94	0.01
Business London Underground	Km	953.2	26.50	0.03
Business National Rail	Km	3583.8	127.08	0.13
Total Cat 6			1151.56	1.15
Work from Home (Cat 7)				
Working from Home	Hours	72512.1	24203.09	24.20
Total Cat 7			24203.09	24.20
Scope 3 Total			26131.49	26.13
Total Scope 1, 2 & 3			30304.26	30.30
CO2e per FTE Scope 1, 2 & 3	Employees		670.45	0.67
CO2e per £ 1000 Turnover Scope 1,2 & 3	£		9.23	0.01
CO2e per m² Scope 1, 2 & 3	m²		222.83	0.22

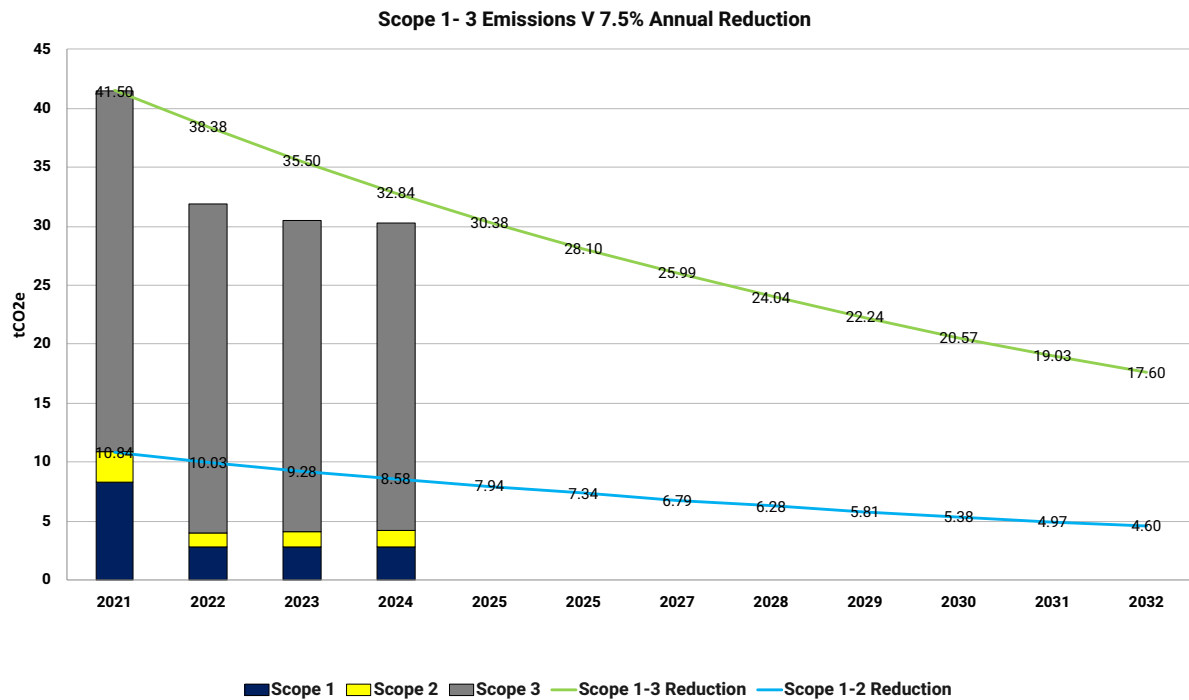
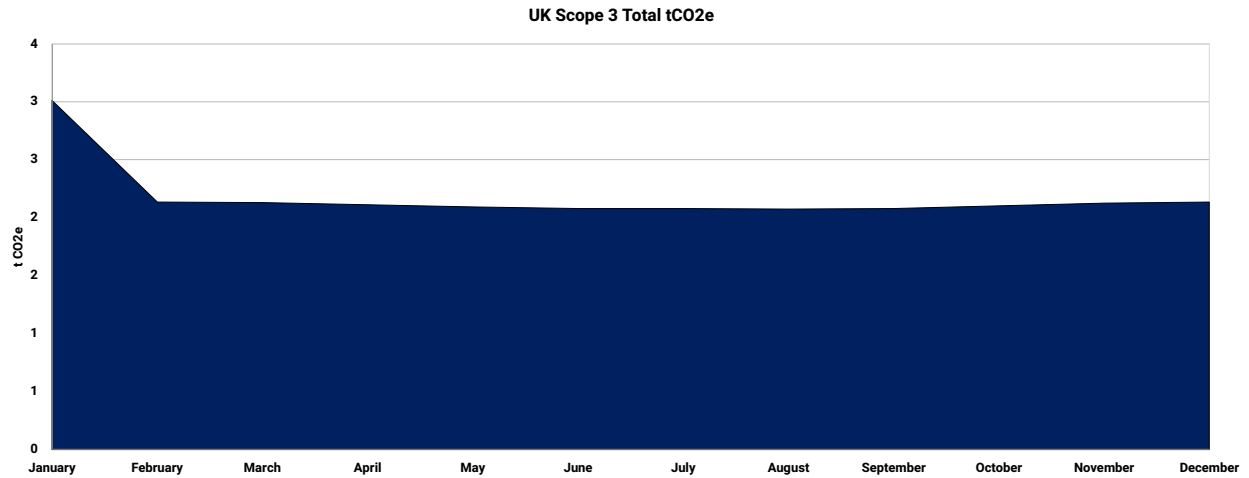
* Unit = £100

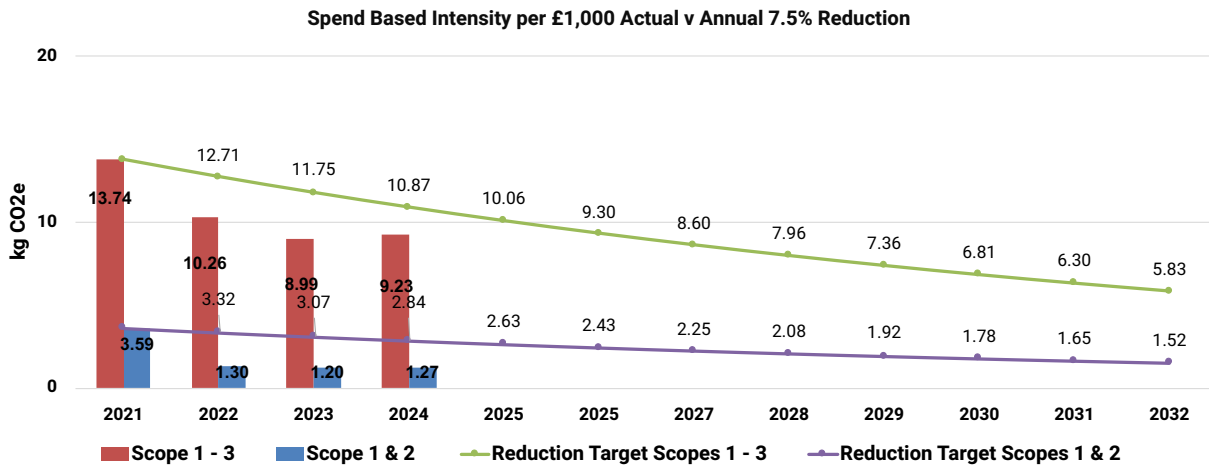
UK Scopes as a Percentage of 30.30 tCO₂e











Despite a marginal reduction in absolute emissions, per-FTE intensity increase from 2023 to 2024 is due to staff numbers falling from 47 to 45.

Energy Efficiency and Carbon Reduction Measures

Measures Implemented (up to 2024)

- **Office consolidation:** ABC Ltd reduced its buildings from two to one, relocating to a new, more energy-efficient facility.
- **Hybrid working:** Introduced measures to enable greater homeworking, reducing the impact of employee commuting.
- **Fleet reduction:** Reduced the size of the corporate vehicle fleet, lowering associated emissions.
- **Carbon mitigation:** Supported verified carbon projects to mitigate the impact of residual corporate emissions.
- **Low-carbon mobility:** Introduction of car leasing with preferential terms for carbon-efficient vehicles.

Planned Measures (2024 and beyond)

- **Office improvements:** Renewal of office lease with commitments to replace the boiler and increase loft insulation.
- **Renewable energy:** Transition to a 100% green energy contract, supported by PPS/REGO certification.

Notes about methodology:

- The calculations were completed using the GHG Carbon Calculator, applying the UK Government Emission Factors 2024 and 2024 DEFRA spend-based factors, Climatiq datasets, and supplier-specific data where available.
- Where activity-based data (e.g. actual weights or consumption) was unavailable, a spend-based methodology was applied in line with Scope 3 best practices.
- CO₂e is the universal unit of measurement to indicate the global warming potential (GWP) of Greenhouse Gases (GHGs), expressed in terms of the GWP of one unit of carbon dioxide. There are seven main GHGs that contribute to climate change, as covered by the Kyoto Protocol: carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulphur hexafluoride (SF₆) and nitrogen trifluoride (NF₃). Different activities emit different gases. Using CO₂e allows all greenhouse gases to be measured on a like-for-like basis.
- For National grid electricity consumption, ABC Ltd has included factors for the transmission and distribution of electricity (T&D) losses, which occur between the power station and site(s). As with other Scope 3 impacts, reporting T&D is voluntary but is recommended standard practice by UK Government².

Definitions:

Carbon footprint - The total set of greenhouse gas emissions (GHG) caused directly and indirectly by an individual event, organisation, or product expressed as Carbon Dioxide Equivalent (CO₂e). (Source: Greenhouse Gas Protocol).

Scope 1 (direct emissions) emissions are those from activities owned or controlled by your organisation. Examples of Scope 1 emissions include emissions from combustion in owned or controlled boilers, furnaces and vehicles; and emissions from chemical production in owned or controlled process equipment.

Scope 2 (energy indirect) emissions are those released into the atmosphere that are associated with your consumption of purchased electricity, heat, steam and cooling. These indirect emissions are a consequence of your organisation's energy use but occur at sources you do not own or control.

Scope 3 (other indirect) emissions are a consequence of your actions that occur at sources you do not own or control and are not classed as Scope 2 emissions. Examples of Scope 3 emissions are business travel by means not owned or controlled by your organisation, waste disposal, materials or fuels your organisation purchases. Deciding if emissions from a vehicle,

office or factory that you use are Scope 1 or Scope 3 may depend on how you define your financial boundaries. Scope 3 emissions can be from activities that are upstream or downstream of your organisation. More information on Scope 3 and other aspects of reporting can be found in the Greenhouse Gas Protocol Corporate Standard.

References:

1. The GHG Protocol Corporate Accounting and Reporting Standard. Revised Edition (2015) World Resource Institute and World Business Council for Sustainable Development.
2. Environmental Reporting Guidelines: Including streamlined energy and carbon reporting guidance (March 2019) UK Government Department for Business, Environment and Industrial Strategy.
3. UK Government Greenhouse Gas reporting: conversion factors – 2024 Full set (for advanced users).
4. DEFRA Spend Factors for Scope 3 footprint 2024, factors utilised updated as of May 2024.
5. Climatiq Data base for Scope 3