

CARBON EMISSIONS REPORT FOR JOURNEY DIGITAL

2026



CARBON POSITIVE REPORT FOR JOURNEY DIGITAL LTD | 2026

Report Prepared for: Sarah Ritchie

Report Prepared by: Jon Reid, Carbon Positive

Report Issued On: 21/04/2026

Measurement Period: 01/04/2025 – 31/03/2026

Carbon Emissions (Tonnes): 56.33

Carbon Offsets At 125% Of Emissions: 70.42

Carbon Offsets Purchased On: 21/04/2026

Carbon Offset Programme: Voluntary Carbon Offsets Through NZ Native

Trees Planted At The Papakura Stream Project

Carbon Positive Certificate Awarded On: 21/04/2026

*“creating a positive future
for NZ businesses”*

ABOUT JOURNEY DIGITAL

At Journey Digital, we are dedicated to creating innovative digital experiences that put users first. Based in Auckland, New Zealand, our team specialises in digital strategy, user experience (UX) design, and custom software development.

Our collaborative approach ensures that we work closely with our clients to understand their unique business goals and challenges, delivering tailored solutions that align with their vision.

We pride ourselves on our ability to leverage the latest technologies and design principles, resulting in high-quality digital products that enhance user engagement and drive business growth.

Our diverse portfolio spans various industries, showcasing our versatility and adaptability to different market demands. Whether it's developing mobile apps, web platforms, or immersive digital experiences, we consistently demonstrate our capability to transform businesses through digital innovation.

A key strength of our studio is our focus on user experience. We believe that a great digital product must be intuitive and engaging, providing a seamless and enjoyable experience for users. This user-first approach is evident in all our projects, ensuring that our products are not only visually appealing but also highly functional and user-friendly.

In addition to our technical expertise, we offer strategic insights to help our clients navigate the complex digital landscape. Our guidance on leveraging digital tools and platforms helps clients achieve their business goals, whether it's improving operational efficiency, enhancing customer engagement, or driving revenue growth. At Journey Digital, we provide valuable strategic advice that helps our clients stay ahead in a competitive market.

For more information about our services and how we can help your business grow through digital innovation, visit our website at: journey-digital.com.

ORGANISATIONAL BOUNDARIES INCLUDED FOR THIS REPORTING PERIOD

Organisational boundaries are set with reference to the methodology described in the *GHG Protocol* and *ISO 14064-1:2006* standards. The *GHG Protocol* allows two distinct approaches to consolidate GHG emissions: the equity share and control (legal/financial or operational) approaches.

Figure 1 below shows the legal structure of the organisation.

JOURNEY

Confirmation of company structure

As at 14 April 2026

NEW ZEALAND

Journey Digital Limited

1 Boundary Road, Catalina Bay, Hobsonville Point, Auckland 0618, New Zealand

NZBN: 9429037021948

Incorporation date: 25 Jan 2001

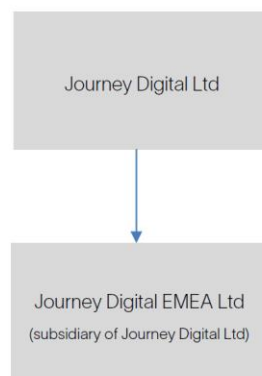
UNITED KINGDOM

Journey Digital EMEA Limited (a subsidiary of Journey Digital Ltd)

beyond The Bower, 207 Old St, London EC1V 9NR, United Kingdom

Company Number: 13394362

Incorporation date: 2021



JOURNEY DIGITAL LTD®

1 Boundary Road, Hobsonville Point, Auckland 0618, New Zealand | beyond The Bower, 207 Old St, London EC1V 9NR,
United Kingdom
Email: info@journey-digital.com
Tel: +64 9 300 5081



ABOUT CARBON POSITIVE

**“Your Journey To
Become 125% Carbon
Positive Certified Is
Easier Than You Think.
We've Simplified The
Process & Are Here To
Help”**

Carbon Positive is dedicated to providing leading certification standards for New Zealand businesses to achieve a 125% carbon positive environment.

Our tools enable businesses to measure their carbon footprint, identify greenhouse gas (GHG) reductions, and offset GHG emissions through our New Zealand native tree projects.

Becoming Carbon Positive certified shows that an organisation is committed to ensuring that it's activities positively benefit the environment by removing more carbon dioxide than it creates.

Research shows the negative effects of pine plantations for our biodiversity and environment therefore Carbon Positive suggests offsetting with native trees where possible.



CARBON POSITIVE CERTIFICATION

While offsetting emissions to carbon zero / carbon neutral is a great start, it's important to go further than just 'offsetting for the damage done'. Achieving Carbon Positive certification allows businesses to make a positive difference to the environment through offsetting 125% of their calculated emissions. This approach has many benefits including:

- + Create a tangible positive difference for the environment rather than just offsetting emissions to neutral
- + Identify solutions to reduce carbon that make a genuine difference to society & our future
- + Identify inefficiencies that can allow for cost savings as well as reductions in future offset costs
- + Identify a benchmark of emissions & proof of climate change action within your business
- + Carbon Positive Certification can be promoted to your customers and stakeholders to strengthen your brand & build good corporate citizenship
- + Gain a competitive advantage over your competitors by standing out above the rest with our leading certification

Carbon Positive is pleased to announce that the organization named in this report has met the Carbon Positive certification criteria including measuring & offsetting 125% of their scope 1, 2, & 3 carbon emissions.

Summary Of Total Carbon Emissions

Organisations Details	
Organisation Name	Journey Digital Ltd
Organisation Industry	Digital development
Key Products/Services Produced By The Organisation	Design and development for websites, apps and digital products.
Contact Person	Sarah Ritchie
Contact Email	sarah@journey-digital.com
Number Full Time Employees	32.0
Measurement Start Date	1/04/2025
Measurement End Date (12mths)	31/03/2026
Base Year (first completed year)	2024

Declaration By Organisation

I confirm to the best of my knowledge that the figures I have provided for emissions in this calculator are true and correct

Signed By (full name):	Sarah Ritchie	Position:	Head of People & Culture
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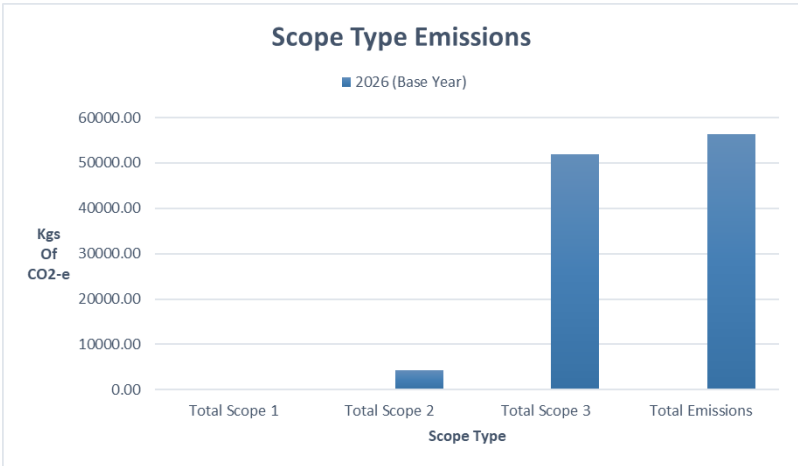
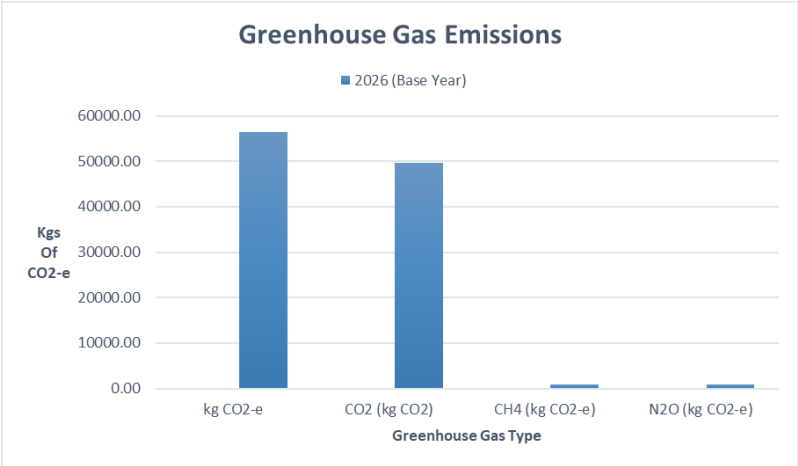
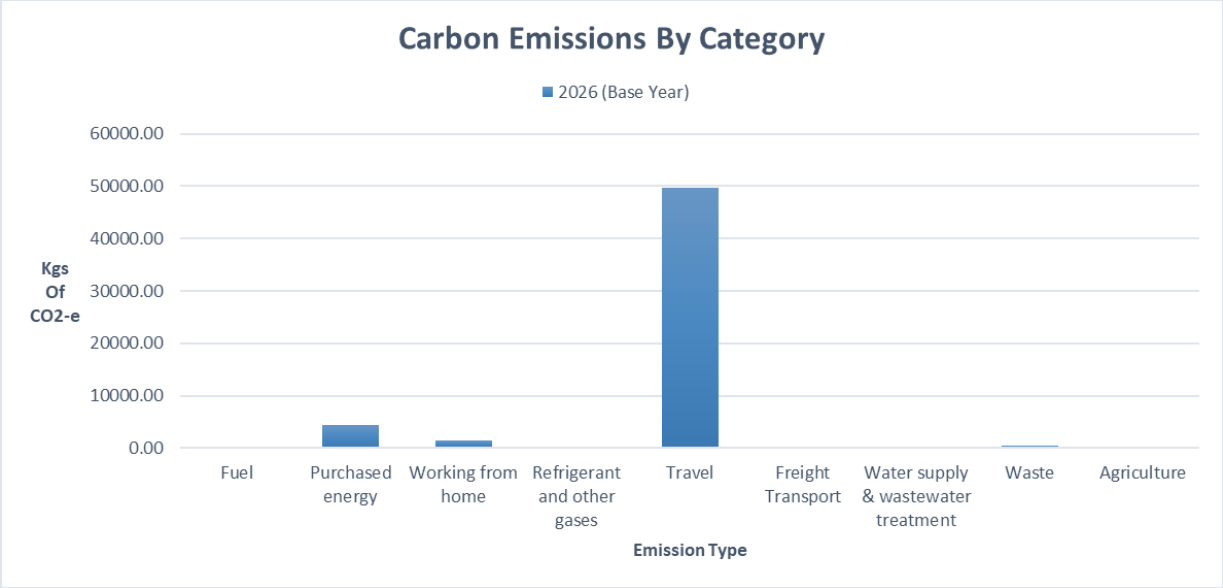
Total emissions for 2026 based on the organisations input into the emissions calculator					
Default Scope	Emission Source	kg CO ₂ -e	CO ₂ (kg CO ₂)	CH ₄ (kg CO ₂ -e)	N ₂ O (kg CO ₂ -e)
Scope 1	Fuel	0.00	0.00	0.00	0.00
Scope 2	Purchased energy	4362.71	400.44	1.09	0.00
Scope 3	Working from home	1473.49	1430.94	39.79	2.76
Scope 1	Refrigerant and other gases	0.00	n/a	n/a	n/a
Scope 3	Travel	49724.86	47661.87	320.87	797.74
Scope 3	Freight Transport	0.06	0.06	0.00	0.00
Scope 3	Water supply & wastewater treatment	259.95	59.11	95.52	105.32
Scope 3	Waste	512.08	0.00	512.08	0.00
Scope 1	Agriculture	0.00	0.00	0.00	0.00
Total GHG Inventory Emissions (Kgs)		56333.16	49552.42	969.35	905.82

Total GHG Inventory Emission Breakdown	kg CO ₂ -e	CO ₂ (kg CO ₂)	CH ₄ (kg CO ₂ -e)	N ₂ O (kg CO ₂ -e)
Total Scope 1	0.00	0.00	0.00	0.00
Total Scope 2	4362.71	400.44	1.09	0.00
Total Scope 3	51970.45	49151.98	968.26	905.82
Total Emissions	56333.16			

Emissions Per KPI (Key Performance Indicator)	
Emissions (Kg of CO₂-e) Per Full Time Employee	1760.41

Offset	
Total GHG Inventory Emissions (Converted From Kg To Tonnes)	56.33
Total GHG Inventory Emissions Converted To 125% Offset (Tonnes)	70.42
Number Of Native Trees Required To Offset Per Tonne	162.00

Emission Results Charted





WHAT IS MEASURED

Carbon Positive uses 2025 emission calculations from the Ministry for the Environment to measure carbon emissions. Available data allows the measurement of emissions from 10 key sources: fuel, purchased energy, working from home, refrigerant, travel, freight, water/wastewater, waste, and agriculture emissions. Where possible these sources show a breakdown of greenhouse gas type including CO₂-e (carbon dioxide equivalent), CO₂, CH₄ (methane), and N₂O (nitrous oxide).

The reporting follows the Greenhouse Gas (GHG) Protocol that allocates GHG emission sources into 3 scopes:

- Scope 1: Direct emissions controlled by the individual or organisation, e.g. business vehicles, business equipment and buildings owned by the organisation.
- Scope 2: Indirect emissions from energy purchased & used by the individual or organisation, e.g. electricity, heating, cooling
- Scope 3: All other emissions from sources that the individual or organisation uses but does not control, e.g. air travel, working from home, staff transport to the office, transport of goods by a third party, leased assets, purchased goods & services, capital goods, & waste from operations.

STANDARDS

Our certification of your carbon emissions data is conducted in alignment with the 2025 NZ MFE measurement data, which has been produced following international standards ISO 14064-1:2018 and the GHG Protocol Corporate Accounting and Reporting Standards. This allows your organisation to achieve a credible standard that is recognised by stakeholders.

CARBON EMISSION REDUCTIONS

A carbon emission reduction guide has been provided to support a review of the efficiency of current business practices and to identify tangible emission reduction solutions.

The guide includes eight key areas that an organisation can reduce their carbon emissions including: Building Design, Energy Efficiency, Renewable Energy, Supply Chain Improvements, Waste Reduction, Gas Reduction, Fuel Efficiency In Transport, & Partnering With Key Stakeholders.

OFFSET PROGRAMMES

Voluntary Carbon Offsets Through NZ Native Trees

Native trees are planted in New Zealand by an independent provider in a permanent forest, using calculations from government emissions data. Offset calculations are based on 100% native trees (no shrubs) that must be able to reach a minimum height of 5m, with sequestration measured for the first 50 years of growth. Research of New Zealand sequestration shows that 2.3 native trees can sequester a Tonne of CO₂e emissions over the first 50 years. Growth rates then slow after 50 years with trees that breakdown being replaced by the regrowth in the same forest. Tree growth rates vary across regional sites according to temperature, soil, site quality, rainfall, types of trees planted, and the management of the planting process. To mitigate variables, we only calculate emissions based on the first 50 years of tree growth. The additional growth rates after year 50 are used as margin for variables/losses. Our native trees are grown at the planting site & planted by volunteers, which helps prevent emission leakage. Our trees are additional grown from seedlings according to our funding demand and are planted in locations that are not already counted by other offsets

Our offsets are a custom tailored & independently audited native tree offset programme. The programme follows the Ministry for the Environment voluntary offset guidance which includes the following criteria.

1. Information on the mitigation must be transparent, clearly stated, and publicly available;
2. Mitigation must be real, measurable and verified;
3. Mitigation must be additional to business-as-usual activity;
4. Mitigation must not be double used;
5. Mitigation must not result in leakage of emissions elsewhere;
6. Mitigation must be permanent.



DISCOVER MORE

Join Us On The Journey To Become 125% Carbon Positive Certified

carbon positive | carbonpositive.org.nz | info@carbonpositive.org.nz