

# H&A Graphic Design Ltd - Impact Report

## Reporting Period

1 January 2025 – 31 December 2025

## Total Greenhouse Gas Emissions

**8.46 tCO<sub>2</sub>e**

H&A's total estimated greenhouse gas emissions for the reporting period were **8.46 tonnes of CO<sub>2</sub> equivalent (tCO<sub>2</sub>e)**.

As a fully remote, service-based organisation, all emissions arise from **Scope 3 (value chain) sources**.

## Emissions Breakdown

Category	Emissions (tCO <sub>2</sub> e)	% of total
Homeworking	3.24	38%
Purchased goods & services	~4.30	51%
Business travel	~0.92	11%
<b>Total</b>	<b>8.46</b>	<b>100%</b>

## Scope Classification

- **Scope 1:** 0 tCO<sub>2</sub>e
- **Scope 2:** 0 tCO<sub>2</sub>e
- **Scope 3:** 8.46 tCO<sub>2</sub>e

H&A operates without owned or leased premises and does not directly combust fuels. As such, emissions arise entirely from indirect (Scope 3) sources.

Given our remote operating model, **Scope 3 emissions represent the most material source of impact**.

## Key Emissions Drivers

The primary sources of emissions in 2025 were:

- Homeworking energy use
- Digital tools and cloud-based services
- Purchased professional services and subcontractors
- Rail-based business travel

Flights remain minimal and are used only where necessary.

## Emissions Intensity

With a team of three:

**2.82 tCO<sub>2</sub>e per employee**

This reflects the low-carbon structure of a remote-first organisation with minimal physical infrastructure and limited travel.

## Methodology

Emissions were calculated using a hybrid methodology aligned with the GHG Protocol and UK Government guidance:

- **Activity-based calculations** were used for:
  - Electric vehicle business mileage
  - Rail and air travel
  - Accommodation
- **Spend-based calculations** were used for:
  - Digital services and software subscriptions
  - Professional services and subcontractors
  - Telecommunications and hosting
- **Homeworking emissions** were carried forward from a 2024 estimate (**3.24 tCO<sub>2</sub>e**), reflecting unchanged headcount and working patterns.

UK Government greenhouse gas conversion factors and sectoral emissions intensity datasets were used where applicable.

Staff salaries were excluded from emissions calculations to avoid double counting labour-related impacts within purchased services.

## Baseline and Methodology Transition

In 2024, H&A reported emissions of **11.1 tCO<sub>2</sub>e** using a third-party SME carbon estimation platform.

In 2025, we transitioned to an internally governed methodology aligned to our financial data and operational activity. This provides greater transparency and control over assumptions and improves our ability to track impact over time. Due to this methodological refinement, **2025 is treated as a new baseline year**, and figures are not directly comparable to earlier estimates.

## Emissions Reduction Actions

To support our commitment to achieving **net zero emissions by 2030**, H&A is focused on reducing emissions across the areas where we have the greatest influence.

Our current priorities are:

- **Travel choices**  
Prioritising rail over air travel wherever feasible and limiting flights to exceptional circumstances
- **Low-emission transport**  
Maintaining the use of electric vehicles for business travel and monitoring opportunities to reduce travel demand
- **Digital and AI usage**  
Improving visibility of emissions associated with digital tools, cloud services and AI usage, and making conscious decisions about tool selection and usage intensity
- **Supplier awareness**  
Increasing understanding of emissions linked to purchased services

and, where appropriate, engaging suppliers on their environmental practices

- **Remote-first operations**

Maintaining a remote working model to avoid emissions associated with office space and commuting

## **Pathway to Net Zero (2030)**

H&A is committed to achieving **net zero greenhouse gas emissions by 2030**.

2025 represents the first full year of our internally governed carbon measurement methodology and is therefore treated as a baseline year for tracking progress.

Our approach to achieving net zero focuses on:

- Reducing avoidable emissions through operational decisions, particularly in travel and digital usage
- Improving data quality and visibility over time
- Maintaining a consistent and transparent measurement framework

We recognise that some emissions - particularly those associated with homeworking and digital infrastructure - may be difficult to fully eliminate. Our approach is to reduce these as far as possible before addressing any residual emissions.

## **Progress Towards Net Zero**

As a signatory to the SME Climate Hub, H&A is committed to achieving **net zero emissions by 2030**.

2025 marks the first year of our internally managed carbon accounting approach, providing a clear baseline from which to measure progress.

Future reporting periods will assess year-on-year changes against this baseline and identify opportunities to reduce emissions across our operations and value chain.

## **Statement of Intent**

We recognise that carbon measurement is an evolving practice, particularly for small service-based organisations. Our approach prioritises transparency, proportionality, and continuous improvement.

We aim to measure what we can, clearly document assumptions, and improve both our methodology and our impact year by year.