



The Dm Lab

CLIMATE & SUSTAINABILITY REPORT 2026

Reporting Year: 2025

Base Year: 2025

Employees: 4 Full-Time + 1

Part-Time (4.6 FTE)

Turnover: £250,000

1. EXECUTIVE SUMMARY

The DM Lab is a digital-only marketing agency operating in the United Kingdom. As a knowledge-based business, our direct environmental footprint is relatively low compared to manufacturing or logistics sectors. However, we recognise that digital operations still carry environmental impact through energy consumption, commuting, cloud infrastructure and supply chains.

This report sets out:

- Our greenhouse gas (GHG) emissions profile
- How emissions arise within a digital agency model
- The actions we are already taking
- Our reduction targets
- Our governance framework
- How sustainability aligns with long-term growth

We report in accordance with the Greenhouse Gas (GHG) Protocol under the Operational Control approach and align our strategy with SME Climate Hub and Tech Zero principles.

2. DIRECTOR'S FOREWORD

Chris Tipping, Founder & Director

As a digital business operating in a rapidly evolving technological landscape, we recognise that sustainability is not optional, it is a leadership responsibility. While The DM Lab's direct environmental footprint is comparatively low, we understand that the digital economy still consumes energy, infrastructure and resources. It is therefore our responsibility to measure what we can, improve where possible and lead by example within our sector.

Over the past decade, we have built a business grounded in transparency, accountability and long-term thinking. Those same principles guide our approach to sustainability. This report is not simply a compliance document; it is a statement of intent.

We are committed to operating with integrity, reducing unnecessary travel, improving digital efficiency, partnering with responsible suppliers and embedding environmental awareness into daily decision-making. We also believe that sustainability and profitability are not competing priorities. Done properly, responsible practice strengthens operational efficiency, enhances client trust and builds long-term resilience.

This report marks a formal step in our ongoing journey. We will review, refine and improve annually, ensuring that growth does not come at the expense of responsibility.

3. UNDERSTANDING OUR EMISSIONS

Greenhouse gas emissions are categorised into three scopes.

Scope 1 - Direct Emissions

These are emissions from sources we own or directly control (e.g. company vehicles, on-site fuel combustion).

The DM Lab has:

- No company vehicles
- No fossil fuel combustion
- No on-site gas heating

Scope 1 Emissions: 0 tCO₂e

Scope 2 - Purchased Electricity

These emissions arise from electricity purchased and consumed by the business. Our office electricity is supplied under a 'Zero Carbon Electricity for Business' tariff from British Gas:

- 79% nuclear
- 21% renewable
- 0g CO₂/kWh (market-based reporting)



Annual electricity consumption (extrapolated): ~11,940 kWh

Market-Based Scope 2 Emissions: 0 tCO₂e

Although location-based factors may differ, supplier-backed declarations significantly reduce associated emissions.

*For transparency on Scope 2 Electricity Reporting Methodology Clarification please refer to our Supplementary Disclosure and the end of this report.

Scope 3 - Indirect Emissions

For digital service businesses like ours, Scope 3 represents the majority of emissions. These include:

- Employee commuting
- Business travel
- Digital infrastructure (hosting & SaaS)
- IT equipment
- Outsourced print

4. SCOPE 3 BREAKDOWN

4.1 Employee Commuting

Commuting emissions arise from staff travelling to and from the office.

Assumptions:

- 4.6 FTE
- 10 mile average commute
- 4 commuting days per week (Flexi Fridays remote)
- 70% car / 20% public transport / 10% remote
- One director cycles approximately 15 miles per day to unofficially offset vehicular miles

Estimated commuting emissions: ~3.0 tCO₂e

Mitigation Actions

- Hybrid working model
- Flexi Fridays reducing commuting frequency
- Encouragement of cycling / walking
- Localised recruitment strategy

Commuting remains a primary reduction focus.

4.2 Business Travel

Travel for client meetings and professional engagements.

Annual estimate:

- 500 car miles (steadily decreasing through the popularity of Zoom / Teams etc)
- 250 train miles
- No flights

Estimated emissions: ~0.15 tCO₂e

Mitigation Actions

- Virtual meetings prioritised
- In-person meetings consolidated, only if absolutely necessary
- Rail preferred over air

4.3 Digital Infrastructure (Hosting & SaaS)

Digital emissions stem from energy consumed by data centres, cloud hosting and SaaS platforms.

Hosting providers:

- Cloudways (majority allocation)
- ANS (ISO 14001 certified; 100% renewable electricity usage)

Annual hosting spend: ~£25,000

Annual SaaS spend: ~£25,000

Estimated emissions: ~5.0 tCO₂e

This is our largest emissions source.

4. SCOPE 3 BREAKDOWN (CONTINUED)

4.4 IT Equipment

Annual IT procurement: ~£1,000

Estimated emissions: ~0.3 tCO₂e

Mitigation Actions

- Extended device lifespan
- Repair over replacement (we have a 'Repair Café' local to us)
- Conscious procurement decisions

4.5 Outsourced Print

Annual outsourced print spend: ~£4,000

Estimated emissions: ~0.5 tCO₂e

Supplier: Printed.com

- FSC® Chain of Custody certified
- ISO 14001 certified

Supplier environmental governance is a formal procurement consideration.

 **printed.com**



5. DIGITAL EFFICIENCY & RESPONSIBLE AI

It is a common misconception that digital services are inherently 'low impact.' Global data centres consume significant energy. Every website, analytics report, campaign and cloud interaction carries an energy footprint.

Recognising this, The DM Lab has embedded digital efficiency into operational strategy.

Performance-Led Web Development

We design websites that are:

- Optimised for speed
- Built with efficient code
- Designed to reduce unnecessary server requests

Faster websites:

- Reduce data transfer
- Lower energy per visit
- Improve user experience

Efficiency is both a commercial and environmental benefit.

Hosting & Infrastructure Review

We prioritise hosting partners demonstrating:

- ISO 14001 environmental certification
- Renewable electricity usage
- Transparent sustainability reporting

Sustainability credentials form an essential part of our procurement decision-making.

Responsible AI Integration

Artificial Intelligence increases computational demand. Our approach is disciplined and intentional:

- AI enhances insight and reduces manual repetition
- It is not deployed indiscriminately
- Human oversight remains central
- Efficiency gains are balanced against resource use

We treat AI as a tool for smarter operations, not unnecessary expansion or an alternative.

6. TOTAL EMISSIONS SUMMARY

Scope 1: 0

Scope 2: 0

Scope 3: ~9.5 tCO₂e

Total Estimated Emissions: ~9.5 tCO₂e

7. INTENSITY METRICS

To ensure responsible growth, we measure emissions relative to scale.

Per Employee (FTE): ~2.07 tCO₂e

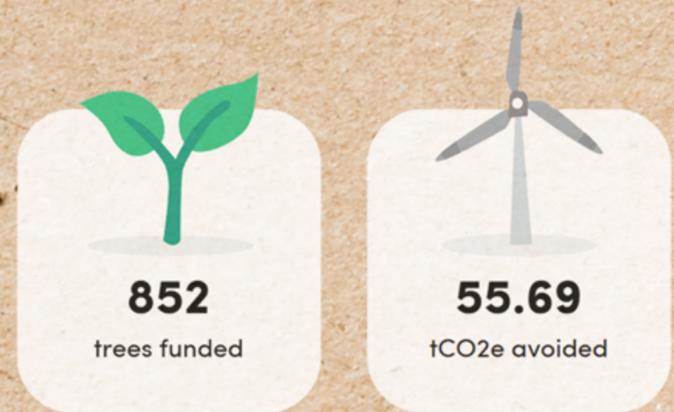
Per £1,000 Revenue: ~38 kg CO₂e

These metrics allow environmental performance tracking independent of turnover growth.

8. CLIMATE CONTRIBUTIONS

Through Ecologi, The DM Lab has:

- Prevented 55.69 tCO₂e
- Funded 852 trees
- Supported 42 verified carbon avoidance projects



Offsetting supports global mitigation efforts but does not replace direct reduction.

Our impact visualised - 55.69 tonnes of CO₂e is equivalent to:



9. REDUCTION TARGETS

Net Zero Target: 2050

Interim Target: 50% reduction by 2030 (from 2025 baseline)

Target emissions by 2030: ~4.75 tCO₂e

Achievable through:

- Further commuting reductions
- Increased renewable hosting alignment
- SaaS optimisation
- Continued digital efficiency focus

10. GOVERNANCE & ACCOUNTABILITY

Climate responsibility sits at Director level. We commit to:

- Annual emissions review
- Supplier sustainability engagement
- Transparent reporting
- Staff education and awareness
- Continuous improvement

This report forms part of our SME Climate Hub commitment.

11. WHAT THIS MEANS FOR OUR TEAM

Sustainability is embedded in daily behaviour.

Team responsibilities include:

Travel Awareness

- Prioritising virtual meetings
- Combining travel engagements
- Cycling where possible

Hybrid Working

Flexi Fridays reduce commuting emissions and support wellbeing.

Energy Consciousness

- Turning off unused equipment
- Avoiding unnecessary printing

Procurement Responsibility

- Repair before replace (we have a 'Repair Café' local to us)
- Extend hardware lifespan
- Select environmentally accredited suppliers

Digital Responsibility

- Avoid excessive data storage
- Optimise file sizes
- Rationalise software subscriptions

Every team member contributes to our environmental performance.

12. CONCLUSION

The DM Lab operates with:

- Zero Scope 1 emissions
- Zero market-based Scope 2 emissions*
- Manageable Scope 3 emissions primarily from digital infrastructure and commuting

With a baseline of ~9.5 tCO₂e, we are well positioned to reduce impact while continuing to grow responsibly.

Sustainability is not peripheral to our operations. It is integrated into how we design, deliver, partner and grow.

We have also taken steps to becoming B-Corp accredited. Our current score is 78.8:



This management tool, used by over 50,000 businesses worldwide, including over 3,000 Certified B Corporations, helps companies assess their impact on various stakeholders, including their workers, community, customers, and the environment.

OVERALL SCORE	COMPLETION	
78.8	99%	
OPERATIONS SCORE	IBM SCORE	N/A SCORE
69.7	8.1	0.8

Some additional certificates and accreditations of our sustainability efforts to date:



*SUPPLEMENTARY DISCLOSURE

Scope 2 Electricity Reporting Methodology Clarification

As part of our commitment to transparency and robust environmental reporting, The DM Lab provides the following clarification regarding Scope 2 emissions calculation.

Scope 2 emissions relate to indirect greenhouse gas emissions from purchased electricity, heating or cooling consumed by the organisation.

For the reporting year (2025), The DM Lab's office electricity was supplied under a 'Zero Carbon Electricity for Business' tariff from British Gas. The supplier declaration indicates:

- 79% nuclear
- 21% renewable energy
- 0g CO₂ per kWh under market-based reporting

In accordance with the Greenhouse Gas (GHG) Protocol, organisations may report Scope 2 emissions using two recognised methodologies:

1. Market-Based Method

This method reflects emissions based on supplier-specific electricity contracts. Under this method:

Annual electricity consumption (estimated): ~11,940 kWh

Declared emission factor: 0g CO₂/kWh

Reported Scope 2 (Market-Based): 0 tCO₂e

This is the figure presented in the main body of our Climate & Sustainability Report.

2. Location-Based Method

This method uses the average UK grid emission factor, regardless of supplier tariff.

Using the UK grid average emission factor (approx. 0.193 kg CO₂ per kWh):

11,940 kWh × 0.193 kg CO₂/kWh

= approximately 2.3 tCO₂e

Estimated Scope 2 (Location-Based): ~2.3 tCO₂e

Combined Emissions Overview (For Transparency)

Scope 1: 0 tCO₂e

Scope 2 (Market-Based): 0 tCO₂e

Scope 2 (Location-Based): ~2.3 tCO₂e

Scope 3: ~9.5 tCO₂e

Total Emissions (Market-Based Reporting): ~9.5 tCO₂e

Total Emissions (Location-Based Reporting): ~11.8 tCO₂e

*SUPPLEMENTARY DISCLOSURE (CONTINUED)

Statement of Intent

The DM Lab reports Scope 2 emissions under the market-based method in line with GHG Protocol guidance. However, we disclose location-based figures to provide additional transparency and to support informed assessment by auditors and stakeholders. We will continue to review electricity supplier declarations annually and maintain alignment with best practice reporting standards.

This supplementary disclosure is provided to ensure clarity, methodological transparency and full accountability in our environmental reporting.