



2023 IMPACT REPORT

JANUARY 2024

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Introduction

The first step of our impact journey has been to measure our carbon footprint. Using recognised methodology from both Ecologi and West Yorkshire CA, we have been able to identify our business emissions and use this information to help us become carbon neutral. This data will be used to develop an Environmental Management System to reduce these emissions and lower our impact on the planet.

Step 1 – Measuring our Carbon Footprint

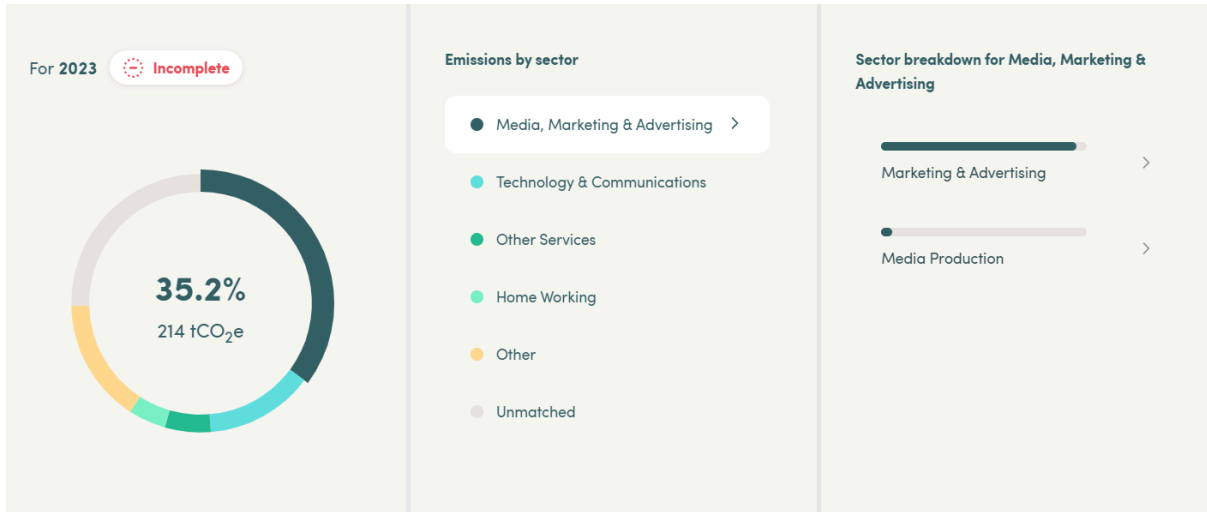
Enjoy Digital operational emissions 2023

Total carbon footprint – 21.55 tonnes CO₂e*

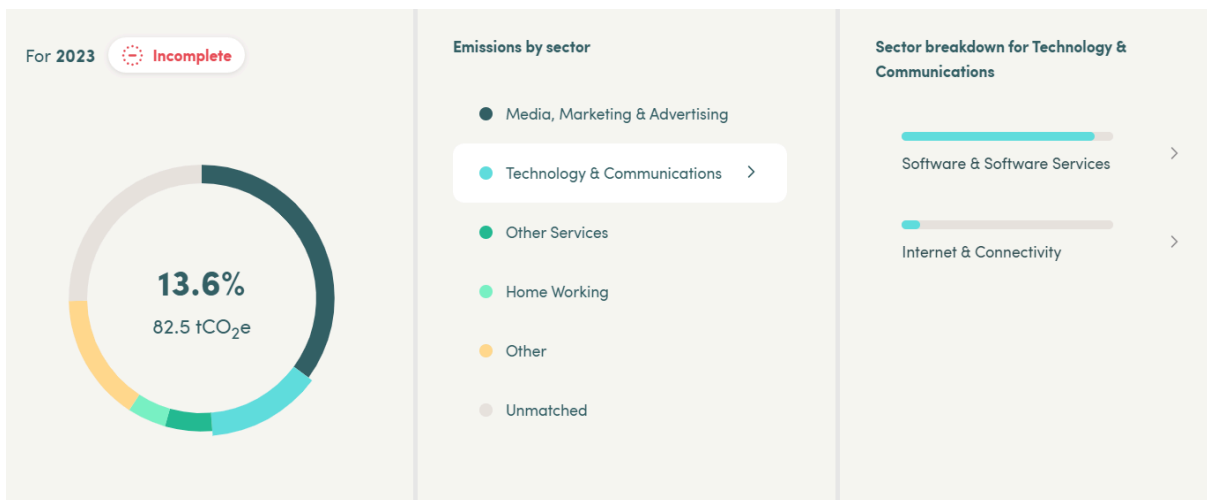
Total Carbon Equivalent (tonnes)		
	Energy	9.96
	Transport	11.57
	Water	0.02
Total CO ₂ e 		21.55

These account for our Scope 1 (direct emissions, from sources your business owns or controls. For example - heating, fuel for cars, air conditioning), and Scope 2 (indirect emissions, emissions related to your company's activities that are generated on your behalf. For example - electricity generated by your supplier providing your energy).

In addition to the emissions we emit during operations, we have also measured indirect sources of emissions from our supply chain (Scope 3). This is an estimated total of 592 tonnes, within this we are able to identify our emission hotspots.



Our biggest emission hotspot (35.2%) from our supply chain is within the marketing and advertising sector, with a small proportion of this being media production.



The next emission hotspot (13.6%) from our supply chain is within the technology and communication sector, primarily software and software services. These 2 sectors account for 48.8% of our indirect, supply chain emissions.

Step 2 – Reduce and offset

Following these measurements, we can now move on to the second step of our impact journey which is to reduce our footprint as much as possible. The actions for this will be detailed in our Environmental Management System (EMS) and will include a resource efficiency assessment, switching to renewable energy, and the use of electric vehicles.

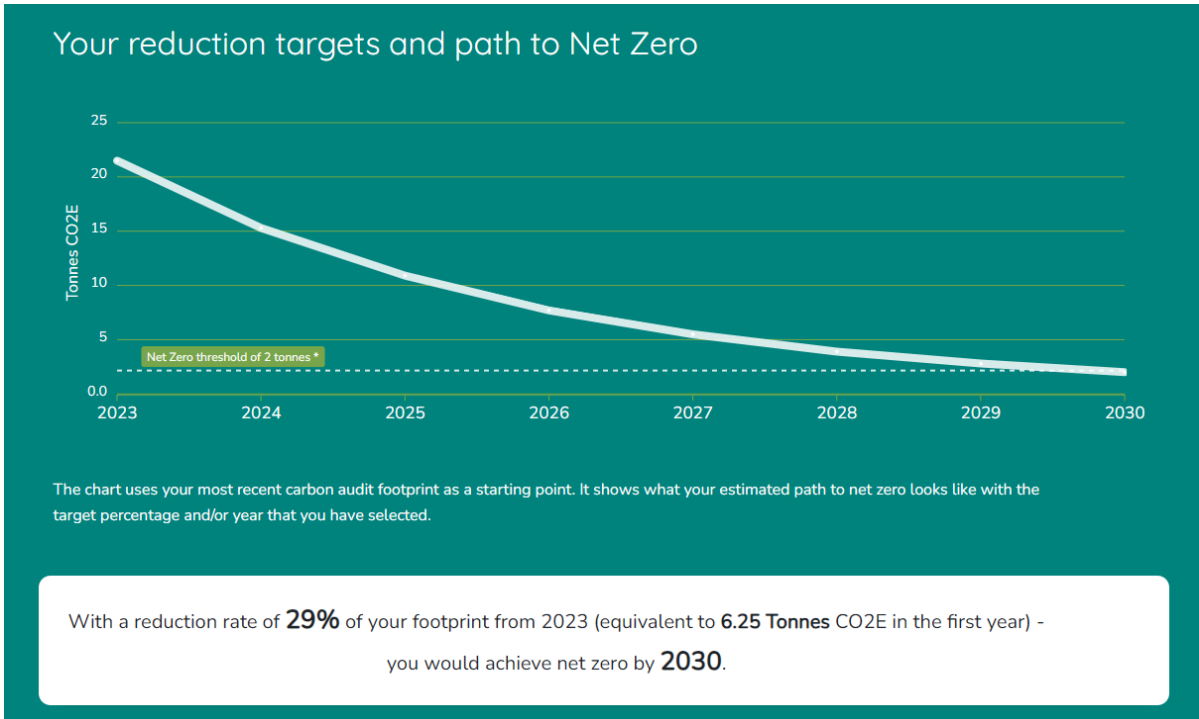
Whilst our EMS is developed, Enjoy are committed to offsetting all of the emissions we can account for. We have currently offset a total of 30 tonnes of CO₂e, supporting local and international projects through our partners Ecologi and Make it Wild. Not only are we working to offset our emissions, but we are also contributing to national reforestation work and pledge to be climate positive.



We have identified that some sources of emissions are beyond our immediate control, however there are business operations and best practice we can follow to mitigate these and provide more efficient digital experiences for our clients. These include Ad Net Zero (reducing emissions from advertising business operations), web optimisation, and the W3C Sustainability Guidelines. Along with managing our own business operations and sustainability processes, we can also investigate our suppliers' climate impact and make informed decisions on who we work with.

Step 3 – Targets and goals

Enjoy are working towards a goal of becoming net zero by 2030. In order to do this we need an emissions reduction rate of 29%, this accounts to 6.25 tonnes CO₂e in 2024.



Offsetting projects

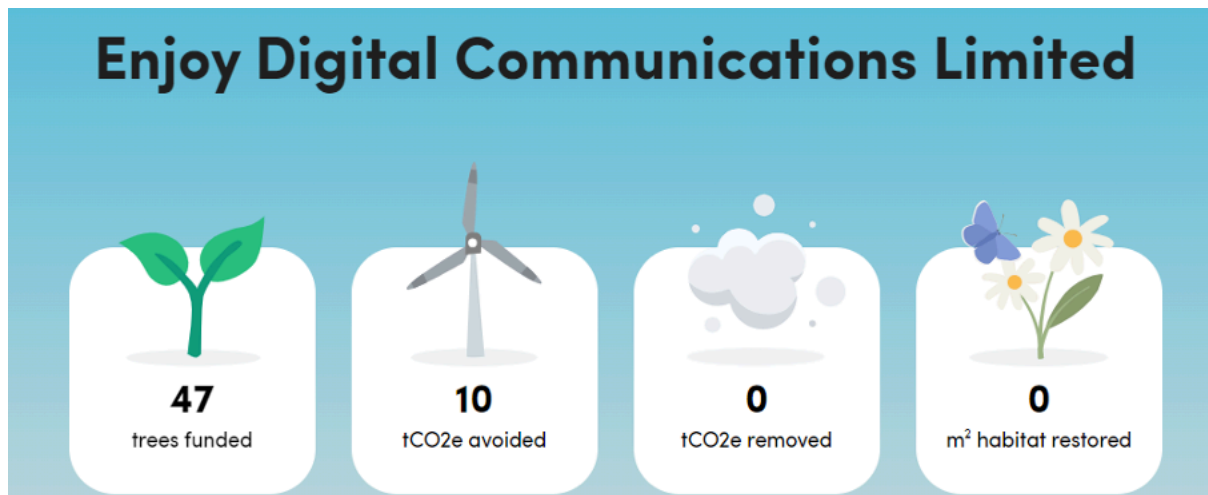
Renewable energy projects through Ecologi

Enjoy have avoided 10 tonnes of CO₂e through renewable energy projects with Ecologi.

These high-quality and verified renewable energy projects provide reliable sources of energy to power people's lives, without the emissions caused by fossil fuels. Ecologi select renewable energy projects that contribute to as many of the UN's Sustainable Development Goals as possible, such as Good Jobs and Economic Growth, Innovation and Infrastructure, and Climate Action.

<https://ecologi.com/impact-shop/support-renewable-energy>

Supporting this project appears on our Virtual Profile page, alongside our funded trees for reforestation.



Trees for Carbon Offsetting with Make it Wild

Enjoy have offset 20 tonnes of CO₂e through planting trees with Make it Wild.

Atmospheric carbon dioxide is a potent greenhouse gas, making it a major contributor to climate change. Since the Industrial Revolution, the concentration of carbon dioxide in the atmosphere has increased by 40%. It is time to do whatever we can to limit the increase in carbon dioxide.

One way we can do this is by planting trees. And that is how Make it Wild can help!

As they grow, trees absorb carbon dioxide from the atmosphere, meaning it cannot enter the atmosphere. It has been calculated that one tree can typically trap 3.7 tonnes of carbon dioxide during its lifetime. Enough trees need to be planted to allow for natural losses and ensure enough trees reach maturity.

Definitions and links

***CO₂e**

Carbon dioxide equivalent is a unit used to compare the climatic effect of various greenhouse gases to that of carbon dioxide. It gives the mass (kg or tonnes) of CO₂ that would have the same climatic effect. For example, nitrous oxide is 200 to 300 times more effective at trapping heat than CO₂ and CO₂e takes this difference into account.

Ecologi

<https://ecologi.com/enjoy-digital>

West Yorkshire CA

<https://www.wybusiness-skills.com/business-support/sustainability/business-carbon-footprint-calculator/>

Make it Wild

<https://www.makeitwild.co.uk/>

Ad Net Zero

<https://adnetzero.com/>

W3C Sustainability Guidelines

<https://www.w3.org/blog/2023/introducing-web-sustainability-guidelines/>