Planet Mark Net Zero Strategy Overview

Baseline data

Reporting Boundary: UK Operations

Scopes Measured: 1, 2 & 3.

Baseline year reporting period: 1st January 2022 to 31st December 2022

Total Carbon Emissions:

Planet Mark have measured emissions across Scopes 1, 2 and 3 to create a baseline year of 2022. All material emission sources have been included within this measurement including emissions associated with purchased goods and services within the supply chain.

This carbon footprint has been produced by Planet Mark using their robust methodology for consumption data backed up with evidence provided by other teams within the business. Methodology for measurement is fully aligned to Greenhouse Gas Protocol and Science Based Targets framework for Net Zero.

The baseline carbon footprint provides a benchmark for reduction for Planet Mark to track future improvement. Intensity metrics have also been identified for benchmarking, including revenue and a number of employees.

The baseline carbon footprint provides a starting point to build future targets for carbon reduction against and will be key in managing the progress Planet Mark make in reducing their environmental impact.

Target-setting

In accordance with the 'Special Report on Global Warming of 1.5°C' (IPCC, 2018), Planet Mark is committed to supporting progress on limiting global temperature rise to 1.5°C above pre-industrial levels and achieving net zero no later than 2050. We have set the following interim, near-term targets to ensure that we deliver significant emissions reductions in this decade:

- Reduce Scope 1 & 2 emissions by 75% by 2030 from a 2022 base year,
- Scope 2 emissions fully renewable by 2030 (80% renewable by 2025),
- Reduce Scope 3 emissions by 50% absolute or 7% reduction year-on-year per economic intensity metric (turnover or per member) by 2030 from a 2022 base year.

The long-term target of reaching net zero carbon emissions by 2050 will be achieved by:

- Reducing Scope 1 & 2 emissions by 100% by 2050 from a 2022 base year,
- Reducing Scope 3 emissions by 90% absolute or 97% by economic intensity metric (turnover or per member) by 2050 from a 2022 base year.

Any residual, unavoidable emissions will be neutralised at the net zero target year (2050), and annually thereafter, using accredited carbon removal offsetting schemes. In addition, Planet Mark is committed to maintaining along the way its current status as a Carbon Neutral Business in accordance with BSI PAS 2060 standards.

Solutions for decarbonisation

The 2022 baseline carbon footprint demonstrates that Planet Mark already has a relatively modest footprint thanks to a business model that prioritises sustainable decision-making and operations. As a predominantly homeworking organisation with no fleet, Planet Mark has a very small Scope 1 and 2 footprint. Accordingly, 99% of emissions fall within the Scope 3 portfolio, the majority of which extend beyond direct operational control. Nevertheless, Planet Mark will pursue a combination of complementary solutions across all relevant scope categories as outlined below. Please note, a detailed overview of all the decarbonisation initiatives we will be researching, piloting, and implementing is still in progress.

Scope 1 & 2

Planet Mark leases co-working, serviced, office space, to complement its predominantly home working policy with some time for face-to-face employee collaborations. Utilities are accommodated within the ground rent for the space leased each week, calculated on CIBSE database information, and based on m^2 of office and meeting rooms booked. Accordingly, we have limited control over the onsite energy use or electricity providers sourced by the leased office provider.

Solutions

- Planet Mark will be developing a policy to ensure that consideration is given to the carbon footprint of potential office space when assessing suitable providers. This will include:
  - Prioritising office space which does not have a gas supply,
  - Prioritising office space which can demonstrate REGO certified electricity from eligible renewable energy sources,
  - Ensuring that office spaces under consideration are externally reporting their carbon emissions, or are willing to do so,
  - Using Planet Mark Certified Businesses where possible.
- Planet Mark is committed to leveraging its experience and expertise to support the company it leases office space from in their transition to net zero carbon operations.

The above solutions should be adequate to ensure that Planet Mark has clear visibility of the emissions contributing to their own Scope 1 and 2 footprint and oversight that these are following a net zero trajectory in line with their own ambitions. Should the net zero ambitions of leased office providers not align with Planet Mark's own ambitions, it will be necessary to source alternative premises.

Progress

Planet Mark moved to a new office space supplier in 2023, selecting a supplier who are now a Planet Mark Certified Business. In addition to Business Certification, we will be supporting them with some Net Zero education for both their team and tenants.

- This ensures that the operational carbon footprint for our leased office space will be transparently reported, in accordance with the Planet Mark three-step process of Measure, Engage and Communicate, and that we are able to use our experience and expertise to support their own decarbonisation.
- As the office space we lease decarbonises, this will be reflected in our own Planet Mark footprint as a reduction in our Scope 1 and 2 emissions.
- The office supplier has provided evidence in their own Planet Mark Certification for YE2022 that they have procured 100% REGO-backed clean energy, and thus have a market-based Scope 2 footprint of 0 tCO_2e.

Objectives

1. Support office provider to ensure that scope 2 emissions are fully renewable by 2030, achieving 80% renewable by 2025.
2. Develop a policy to ensure that consideration is given to the carbon footprint of potential office space when assessing suitable providers in the future.

Scope 3

Planet Mark has conducted a full inventory analysis of all Scope 3 categories and found the following to be material to our business operations:

1. Purchased goods and services
2. Capital goods
3. Fuel and energy related activities
4. Upstream transportation and distribution
6. Business travel
7. Employee commuting

Scope 3 categories 5 and 8-15 emissions do not currently apply to Planet Mark business operations.

Purchased goods and services / Capital goods

Purchased goods and services, including Capital goods acquired during the reporting year, account for 39% of the total Planet Mark baseline footprint. Of this 39%, the top emissions contributions are all related to IT, Communications and Professional Service provision and these total 93% of the Purchased Goods and Services footprint.

As noted above, Planet Mark operates a predominantly homeworking policy, with provision of one optional office day per week. As there is no permanent office space contributing the Planet Mark footprint, this presents as a sustainable business model.

Procurement of high-quality and reliable IT and Communications equipment and services is essential to the maintenance of this homeworking business model. It is, therefore, unsurprising that IT and Communications suppliers make up such a significant proportion of the Purchased Goods and Services emissions.

Solutions (Reduce Consumption)

- Planet Mark offers all new staff the option of a second computer screen (portable or fixed unit) within the 6-month probation period, with some roles (e.g., those within the Measurement and Engagement Teams) receiving these as part of their standard IT onboarding package. This helps to ensure that the footprint of purchased IT equipment grows in line with headcount and theoretically, per turnover economic intensity metric.
- Research collated by TCO Certified, the world-leading sustainability certification for IT products, has shown that increasing the replacement cycle of new laptop computers from four to six years, reduces the lifetime carbon footprint of that machine by 28.9%. This research should be reflected in the procurement decision making at Planet Mark and they should plan to only purchase high-performance, durable laptop computers and computer monitors that reasonably only need to be replaced every 5-6 years. This will likely require:
    - Some desk research to identify the most suitable product in terms of performance, durability, warranty, and cost,
    - Increased upfront investment on the standard IT package to accommodate future proofing of performance needs,
    - Robust support and guidance on best practice use of IT equipment, including maintenance of system updates, guidance on transporting portable equipment, and advice on how to avoid over charging devices,
    - A policy to extend device life by repairing rather than replacing by upgrading internal components.
    - *It should be noted that, while ensuring that sustainability considerations are built into IT procurement processes, all policies and processes relating to IT procurement should ensure that we do not compromise device security and firmware upgrade support.*

Fuel and energy related activities / Upstream transportation and distribution

Emissions associated with Scope 3 categories 3 and 4 (Fuel and energy related activities and Upstream transportation and distribution) account for less than 0.3% of the total Planet Mark footprint and, therefore, may be considered within the de-minimis.

Solutions

- No specific solutions are required to support our business trajectory to net zero.

Business travel / Employee commuting / Homeworking

Business Travel and Employee Commuting combined account for 48% of the 2022 Planet Mark Carbon Footprint. This includes our voluntary reporting of Homeworking emissions following the *Plant Mark Homeworking methodology*, which account for 28% of the total 2022 baseline carbon footprint.

Solutions: Business travel / Employee commuting / Homeworking

PlanetMark

- With emissions associated with travel and homeworking accounting for such a significant proportion of the Planet Mark footprint, it has been essential to prioritise internal education and access to resources to help employees make sustainable decisions and embed a culture of sustainability across the organisation. Accordingly, all team members have access to toolkits and guides to advise them on a variety of topics including Energy Saving at Home and Sustainable Travel.
- The total number of hours per week that the team spend at work has been reduced by moving to a 9-day fortnight.
- All team members can access Planet Mark certification data through our own data platform, where it is possible to track emissions estimates using our Carbon Tracker. This support data transparency, understanding, and education.
- Virtual first is always recommended first for customer meetings, with in-person only offered on request.
- Internal meetings are all virtual first. If an internal meeting is required to be in-person, then teams are expected to schedule this for the one ‘office-day’ per week, where employees are already travelling into the office.