

# Once Upon Climate Report 2022



# Climate Report –Once Upon Publishing AB, 2022

## Introduction

This is the third climate report for Once Upon (Once Upon Publishing AB). This year, 2022, has been selected as the base year for the company's climate reporting. The turnover of the company in 2022 was 152 MSEK, with an average of 48 full time employees.

The purpose of the reporting is to increase the understanding of what is driving the company's greenhouse gas emissions, set targets to reduce them, and secure transparency and traceability on the journey towards net-zero.

## Methodology

The greenhouse gas accounting is based on the Greenhouse Gas Protocol's corporate and value chain standards ([ghgprotocol.org](https://ghgprotocol.org)).

The GHG Protocol defines emissions in three scopes:

- Scope 1 – The company's direct emissions from vehicles, combustion, processes, or leakages
- Scope 2 – The company's indirect emissions (electricity, heating, cooling) from energy purchased and consumed.
- Scope 3 – Greenhouse gas emissions that occur upstream and downstream in the company's value chain, as a consequence of the company's operations.

Total greenhouse gas emissions are quantified in carbon dioxide equivalents (CO<sub>2</sub>e), which take into consideration that different greenhouse gases (carbon dioxide, nitrogen oxides, methane etc.) have different global warming factors.

For each emission calculation, relevant emission drivers and emission factors have been used. As priority, exact activity data has been used, and as a fallback option a spend based approach or conservative estimates have been applied.

For calculation of the company's emissions from electricity (scope 2), the “market-based” principle is used, i.e. the emission intensity of grid electricity is calculated based on the specific purchase contract. The Scope 2 result calculated with the location-based method is also shared for transparency, as per GHG reporting requirements.

The carbon calculations have been carried out with the help of consultants from [ClimateHero AB](#).

## Operational boundaries and reporting accuracy

To set the organizational boundary the “operational control” principle is used, i.e., emissions from vehicles, assets, purchases, and services over which the company has control are taken into account, regardless of whether they are owned, part-owned, leased, rented or freeware.

Calculating a company's total climate impact is an extensive process, especially for emissions within scope 3. Hence, as a first step, an impact analysis is performed in which the company's emissions in each category are identified and their overall impact estimated. Emissions categories that are concluded to have a high impact are included while categories with none or minor impact are generally excluded.

Included emission categories are listed in the table below.

Scope	Sub-scope	Activity	Included (y/n)
<b>Scope 1 - Direct emissions</b>	1.1	Combustion	No
	1.2	Processes	No
	1.3	Emissions from own passenger cars	No
	1.4	Emissions from own trucks and machines	No
	1.5	Refrigerant leakage	No
	1.6	Other direct emissions	No
<b>Scope 2 - Energy</b>	2.1	Electricity	Yes
	2.2	District heating	Yes
	2.3	District cooling	No
	2.4	Steam	No
	2.5	Hot water	No
	2.6	Other indirect energy	No
<b>Scope 3 - Upstream</b>	3.1	Purchased goods and services	Yes
	3.2	Capital goods	Yes
	3.3	Fuel- and energy related activities	Yes
	3.4	Upstream transports	Yes
	3.5	Waste generated in operations	Yes
	3.6	Business travel	Yes
	3.7	Employee commuting	Yes
	3.8	Leased Assets	No
<b>Scope 3 - Downstream</b>	3.9	Downstream transports	Yes
	3.10	Processing of sold products	No
	3.11	Use of sold products	No
	3.12	End-of-life treatment of sold products	Yes
	3.13	Leased Assets	No
	3.14	Franchise	No
	3.15	Investments	No

Overall, the company's reported emissions can be considered comprehensive, expected to cover at least 90% of the company's value chain emissions. For scope 1 and 2, all known emissions sources are covered in the scope. Once Upon do not have any leased cars or any other source of scope 1 emissions.

The vast majority Scope 3 emissions are calculated based on activity, for example number of computers bought or amount of consulting hours purchased. Emissions from printing houses are estimated based on their scope 1 and 2 emissions allocated to Once Upon, and activity data for their scope 3 emissions from materials needed to produce Once Upon products and the shipping of these products to the end customer.

For any flights, the Radiative Forcing Index (RFI) of high altitudes is included with a factor of 1.9.

## Company emissions 2022

The company's greenhouse gas emissions for the base year 2022 have been calculated to a total of 642 ton CO<sub>2</sub>e, which corresponds to 4,2 ton CO<sub>2</sub>e MSEK turnover and 2,1 kg CO<sub>2</sub>e per book.

Total emissions	2022	Part of total (2022)
Scope 1 - Direct emissions	0	0,0%
Scope 2 - Energy	3,5	0,5%
Electricity	0,2	0,0%
District heating	3,3	
Scope 3 - Indirekta utsläpp	638	99,5%
Purchased goods & services - <b>HQ</b>	30,0	4,7%
Purchased goods & services - <b>Printing house materials</b>	386,3	60,2%
Purchased goods & services - <b>Printing house energy</b>	99,4	15,5%
Capital goods	9,1	1,4%
Fuel- and energy related activities (upstream)	1,1	0,2%
Upstream transport (Markbladet)	29,9	4,7%
Business travel	6,0	0,9%
Downstream transports	56,1	8,7%
Commuting	8,3	1,3%
End-of-life treatment of sold products	12,1	1,9%
<b>Total Emissions</b>	<b>642</b>	
Turnover	152	MSEK
<b>Emissions per Msek turnover</b>	<b>4,2</b>	Ton CO <sub>2</sub> e/MSEK
Number of books produced	298 964	st
<b>Emissions per book</b>	<b>2,1</b>	kgCO <sub>2</sub> e /book

## Base-year recalculation policy

2022 is the third year Once Upon is calculating corporate GHG emissions. Due to learnings and adjustments in methodology and emissions factors, data is not fully comparable between year 2022 and previous two years. Once Upon will select 2022 as the base year for setting climate targets. Multi-year comparisons will onwards be made against 2022 as a base year. Results for 2020 and 2021 will therefore not be recalculated. A multi-year comparison with 2020 and 2021 results is still included in this year's report for transparency,

Baseline recalculation policy: Any differences in the result due to methodology changes or due to obtaining more accurate utility-specific data will be commented on year by year to allow transparency of the results and progress. If differences in emissions have a significant impact on the result in coming years, 2023 and onward, historic data will be recalculated applying the new data and/or methodology.

## Commitment and targets

The company's overall goal is to align with a +1,5 °C ambition, by halving emissions before 2030 and reaching net-zero emissions well before 2050.

Once Upon will reduce the carbon footprint *per intensity* measured by number of produced books from a 2022 base year. The following near-term, mid-term and long-term targets are set:

1. **Reduce the carbon footprint with 35% (for scope 1, 2 and 3 combined) by 2026..**
2. **Reduce the carbon footprint with 50% by 2030** (for scope 1, 2 and 3 combined), in line with what the UN-backed campaign Race to Zero (RTZ) requires.
3. **Reach net-zero greenhouse gas emissions across the value chain by 2040.** Based on the Science Based Target Net Zero standard, which requires a 90% reduction of emissions (scope 1,2,3) compared to the base year (2022) and that the residual is balanced with 'durable removals'. By 2040 no technically abatable greenhouse gas emissions shall remain.

The intensity target can be applied since Once Upon is setting targets from a baseline where it operates as a small company. The intensity target will be reviewed and compared with best guidelines year-by-year as the business grows and be adjusted downwards if not aligned with these thresholds.

The next carbon calculation will be made for the year 2023 and the report will include multi-year comparison with the base year (2022) and next target year (2026).

## Plan and actions to reduce emissions

To achieve reductions and meet near-term targets the following **8** key actions have been identified and will be implemented.

Scope	Category	Actions to reduce GHG emissions
2	Purchased heating	Our internal Remote Work Policy will be finalized and shared with all employees
3	Purchased goods and services - Printing house <b>materials</b>	<b>Supply paper.</b>  All suppliers are mainly focusing on:  1) How to decrease the paper waste (looking into the CO2e at their paper supplier partners)  2) Alternatives to FSC paper (recyclable, stone paper etc)  3) Keeping close track on parameters impacting the material use – pages/book and book size.
3	Purchased goods and services - Printing house <b>materials</b>	<b>Ink.</b> Work with printing partners to secure best practice to minimize usage of ink or find sustainable alternatives.
3	Purchased goods and services - Printing house <b>energy</b>	<b>Energy.</b> All printing partners are expected to use operations with 100% renewable energy by 2026.
3	Upstream transport (Markbladet)	Internal mapping of current shipping destinations and way of shipping with the purpose to reduce the amount of countries and air freights by the end of 2024.
3	Downstream transports	Set policy to significantly decrease air freight in markets where this occurs and implement policy for all deliveries.
3	Business travel	Implement an internal system to support all team leads with increasing the transparency and oversight of all business travels with the aim to decrease CO2e from business travels.
3	Commuting	Continuously remind all employees about the possibility to lease a bike for a good price

Once Upon will drive climate action through its supply chain by asking suppliers to halve emissions before 2030.

## Accelerate climate action in society

In order to accelerate climate action in society the following actions and targets are set.

Stakeholders	Action	Target 2024
1. Our customers	Once Upon will continuously: 1) Integrate environment aspects in product development 2) Investigate the most circular possibilities for our products	<ol style="list-style-type: none"> <li>1) Incorporate our work with CO2e reduction in our overall internal and external communication</li> <li>2) Create a recycled paper strategy for our main product, the photo book</li> </ol>
2. Our suppliers	Once Upon will communicate the commitment and actions to its printing houses and ask them to integrate the requirements to halve by 2030 in their code of conduct.	Once Upon will request all printing partners to commit to a CO2e reduction with 50% by 2030 (with 2022 as the baseline year)
3. Our Employees	Supporting employees to live climate-friendly	<ol style="list-style-type: none"> <li>1) The average climate footprint for employees is known and inspiration and tools to impact this is provided on a regular basis</li> <li>2) The mgmt team will investigate if trainings for all employees regarding climate impact can be prioritized during 2024.</li> </ol>
4. Business Community and Society	TBD.	Identify and plan actions in this space

## **Supporting climate action beyond the value chain - 200% Gold Standard Certified Projects**

Once Upon has climate compensated the CO2 emissions across our value chain during 2022 through a portfolio of **7 different 200% Gold Standard certified projects** with the amount of 192 556 SEK.

All climate projects in the portfolio are certified by the United Nations and with the certification “**Gold Standard**”, which is supported by the WWF. All projects are being audited on a regular basis with a focus on both environmental and social sustainability, see the list of the 7 project in below:

### **The 7 Gold Standard Certified Projects**

1. [Aruba Wind Power](#)
2. [Nuetech Solar Water Heating](#)
3. [Dora II Geothermal Energy](#)
4. [Gangadhar Narsingdas Agrawal Wind Power](#)
5. [Guizhou Province Methane Digesters](#)
6. [Turkey Wind Power](#)
7. [India Solar Power](#)



## APPENDIX – Data quality and comments

Scope	Category	Data quality	Comments
Scope 2	Electricity	Medium - High	- Purchased electricity; kWh and information and supplier contract information. Renewable only for all confirmed contracts. Calculated as 10g per kWh i scope 2. The old office (used beginning of 2022) and one small co-working space have been calculated as location-based due to lacking contract information.
Scope 2	District heating	Medium - High	Calculated based on actual consumption for some locations and based on average energy intensity per square meter for some locations. Site-specific emission factors for district heating applied.
Scope 3	Purchased goods and services	Medium	See comment per category below
	<i>Purchased goods and services - HQ</i>	Medium	Cloud consumption, food, consultancy and cleaning services included. Based on activity data. Some supplier specific information for cloud consumption. Emission factors applied based on similar products/services.
	<i>Purchased goods and services - Printing house materials</i>	Medium	The majority of material emissions are calculated based on specific activity data. General emissions factors used. Specific emission factor could have a large impact on the result.
	<i>Purchased goods and services - Printing house energy</i>	Medium	Majority of emissions estimated based on specific activity data and emissions factors reflecting a known energy mix. Location-based energy factors applied for some of the locations.
Scope 3	Capital goods	Medium	IT equipment. Activity data on type of product and emission factors for same type of products. Refurnishing of new office excluded from scope.
Scope 3	Fuel- and energy related activities	High	Calculated based on scope 2, and available general emission factors for upstream emissions. Upstream emissions for electricity calculated based-on location-specific factors. Upstream emissions for Skellefteå district heating applied, where the largest office is located.
Scope 3	Upstream transports	Medium	Calculated as a combination of supplier specific data and estimations based on average distance and transport type.
Scope 3	Business travel	High	Based on activity data (air, train, taxi /car compensation, hotel nights), combined with general emission factors for these type of activities (passenger-km, hotel nights per country etc.)
Scope 3	Employee commuting	Medium	Based an employee survey and high a response rate.
Scope 3	Downstream transports	Medium	Calculated based on average distance and transport type.
Scope 3	End-of-life treatment of sold products	Low	Estimated based on assumption of waste stream per country where Once Upon printing houses and majority of sales are located. Products generally have a very long lifetime why it assumed that the proportion of landfill is lower than current practice (25% landfill on average assumed for US and AU markets which are the locations with the highest impact to the result).

### Definition Data Quality

Low	= Mainly based on general data or conservative estimates
Medium	= Mainly based on specific data and some level of estimation
High	= Mainly based on specific data and/or exact emission factor from supplier or activity