

September 2025

# Carbon Reduction Plan

Your business is committed to achieving  
Net Zero emissions by 2040 or before.

**Climabrite**

 **appointed**

# Foreword

In the face of the pressing climate crisis, it is imperative for every entity to shoulder its share of responsibility and take decisive action. Appointedd, as a leading online scheduling business, stands at the forefront of this movement towards sustainability. Our commitment to environmental stewardship is not merely a choice, but a moral imperative ingrained in our corporate ethos.

We understand that the stakes are high, not just for our generation, but for generations yet to come. Therefore, we have set ambitious targets for reducing our carbon footprint.

By adhering to a robust and science based decarbonisation plan, we aim to achieve Net Zero emissions across all facets of our operations by 2040 or before, achieving a minimum 90% reduction in absolute emissions and investing in carbon removal initiatives to reduce no more than 10% of residual emissions.

This Carbon Reduction Plan is more than just a document, it is a roadmap to a more sustainable future. It delineates the concrete steps we will take to minimise our greenhouse gas emissions, from optimising digital emissions, energy usage across premises and implementing low-carbon transportation methods.

As we embark on this journey, we acknowledge the complexities and challenges ahead. Yet, we remain steadfast in our belief that that with innovation, collaboration and unwavering commitment, we can overcome these hurdles.

Appointedd is committed to leading by example, not only within our industry, but across the broader business community. We will harness our resources, expertise and influence to drive positive change and inspire other to join us in the fight against climate change.

# Committed to achieving Net Zero

Appointedd is committed to achieving Net Zero by 2040 or before.

## Baseline Emissions Footprint

Baseline year: 2023

Scope	Category	tCO <sub>2</sub> e
Scope 1		0
Scope 2	Energy	2.02
Scope 3	Purchased goods and services	115.1
	Capital goods	0.23
	Upstream transportation and distribution	1.02
	Waste generated in operations	0.40
	Business Travel	8.33
	Employee commuting	11.49
	Upstream leased assets	0.29
	Use of sold products	1.94
<b>Total</b>		<b>140.82</b>

## Current Emissions Footprint

Current year: 2024

Scope	Category	tCO <sub>2</sub> e
Scope 1		0
Scope 2	Energy	1.28
Scope 3	Purchased goods and services	101.36
	Capital goods	3.74
	Upstream transportation and distribution	1.42
	Waste generated in operations	0.32
	Business Travel	10.02
	Employee commuting	11.09
	Use of sold products	2.12
<b>Total</b>		<b>131.35</b>

Appointedd has achieved a **6.7% reduction** in emissions compared to the 2023 baseline.

\*Our baseline emissions inventory includes all our measurable Scope 1, 2 & 3 emissions. We include all 7 Kyoto Protocol Greenhouse Gas groups in our emissions footprint.

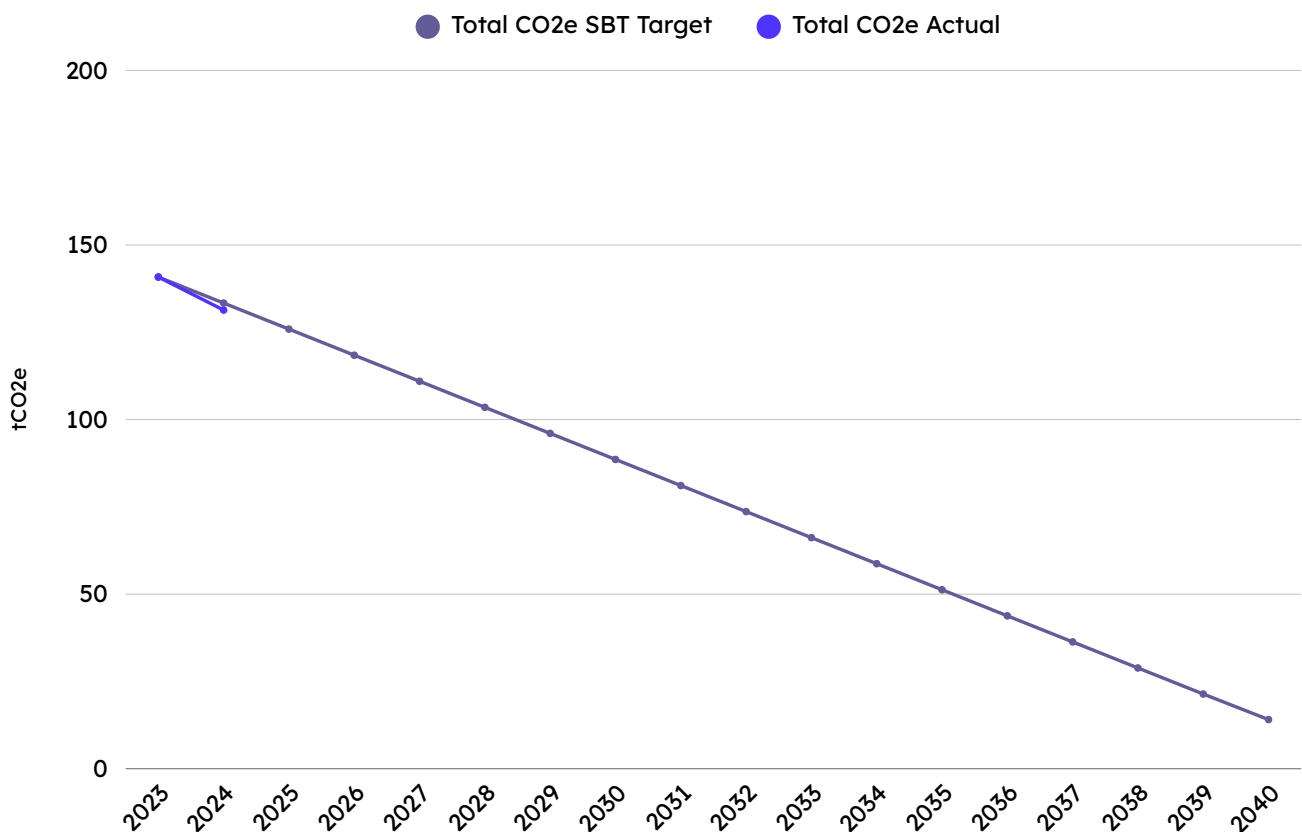
# Emissions Reduction Targets

At Appointeddd, we're dedicated to reaching Net Zero emissions by 2040, in line with our sustainability commitments and Net Zero roadmap. To drive progress, we've devised a carbon reduction plan focusing on our current emissions footprint.

Our reduction targets are crafted to address various emission categories we measure. Recognising the imperative of achieving true Net Zero through absolute emission reductions, as emphasised by the Science Based Targets initiative (SBTi), we're aiming for a 90% reduction across our entire operational baseline.

To keep ourselves accountable and on track toward Net Zero, we've outlined both short and long-term targets for our currently measured emissions.

## Progress Against SBT's so far



At Appointeddd, we are aiming to achieve a reduction in 90% absolute emissions by 2040, in accordance with SBTi.

## Completed GHG Reduction Initiatives

- Vacated office and transitioned to fully remote, cutting emissions from commuting, office energy use, and waste.
- Procured 100% renewable electricity across our office space when in operation.
- Purchased only essential items for day to day operations, reducing emissions associated with purchasing new items.
- Reduced waste in our office by providing guidance to employees and implementing various recycling routes.
- Operated a flexible work from home policy to avoid unnecessary trips to the office, recommending people do not travel in unless they have to.
- We also discouraged employees from travelling to the office during peak season due to inflated hotel costs and emissions.
- When there is a need to fly, only economy flights are booked.
- Invested in a cycle to work scheme.

## Our Near Term Targets

- Maintain Scope 1 emissions at 0 up to and beyond 2030 and reduce emissions across all scopes by 50% by 2030.
- Investigate the true carbon footprint of all digital emissions and purchased services such as hosting, subscriptions, banking and pensions to realise at least a 27% decrease in emissions.
- Reduce domestic business travel emissions, specifically air travel through various methods such as replacing domestic air travel with trains; asking our employees to inform us earlier of their intent to travel to ensure they can be booked onto the most environmentally and financially sustainable mode of transport.

- Educate our employees about switching to a renewable energy supplier at home to reduce working from home emissions.
- Purchase less goods year on year and if purchasing goods is necessary, always purchase in bulk and opt for a lower carbon transport method to reduce our overall emissions.
- Reduce food and drink delivery emissions, supported by maintaining a fully remote working model with no return to a physical office

## Our Long Term Targets

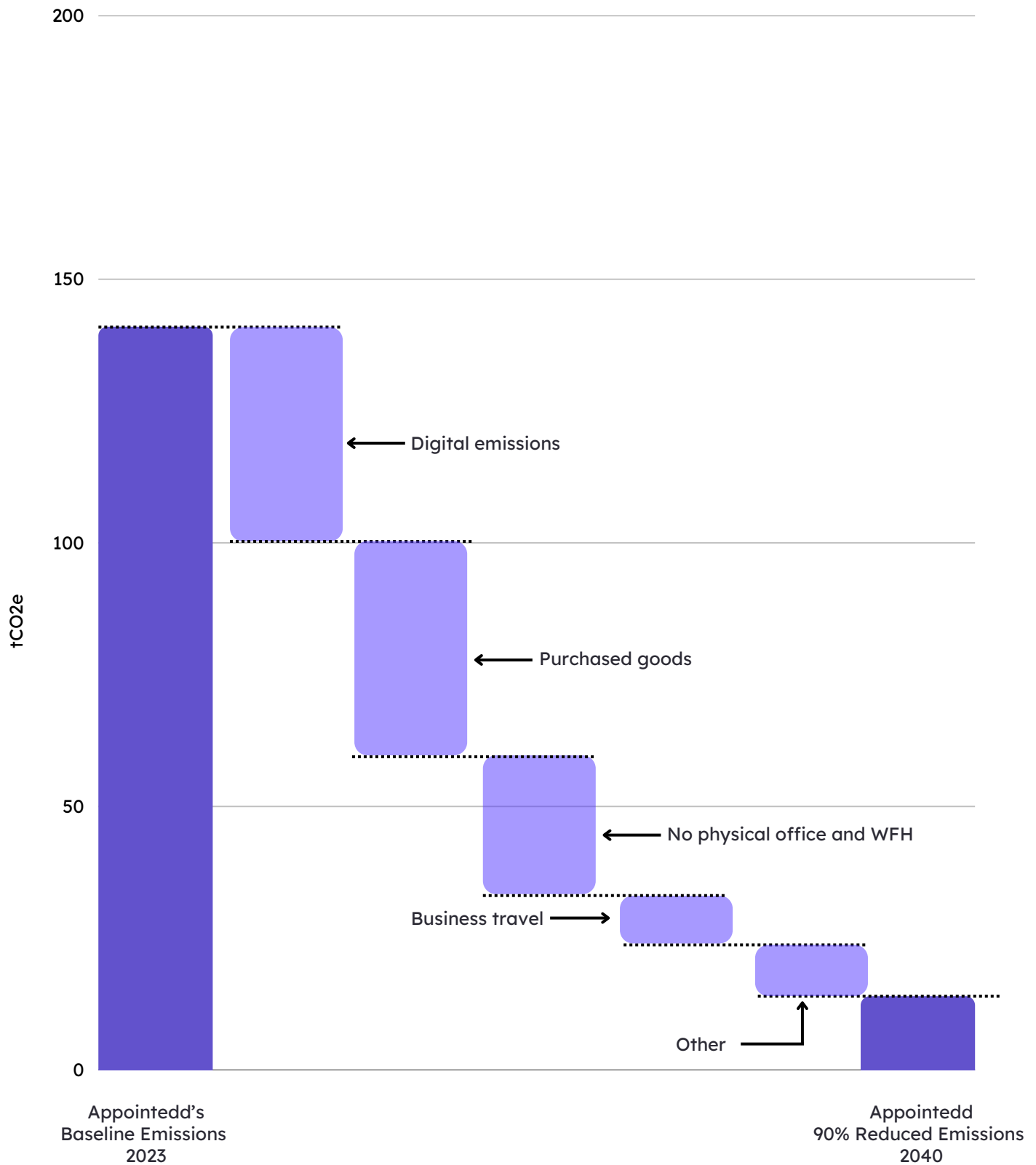
- Reduce our total emissions (scope 1, 2 and 3) by at least 90% by 2040.
- If goods need to be purchased, a policy is in place to purchase second hand goods where possible will reduce our purchased goods emissions by 40%.
- For hotel stays, priority will be given to hotels powered by renewable energy or with a net zero target.
- Work with suppliers to reduce emissions to achieve net zero in line with the SBTi standard.
- Neutralise any residual emissions using verified carbon removals.

# Carbon Saving Estimates

Area	CO2e saved (%)	Target
Purchased hosting services	29	Investigate the true value of emissions associated with the hosting on our website and platform and then consider more sustainable options to reduce the excess emissions.
Purchased advertising services		Investigate the true value of emissions associated with the various advertising platforms and services we use and then consider which platform emit less carbon and consider if services can be switched.
Purchased pension services		Investigate the true value of emissions associated with our pension provider and consider whether the provider can switch the pensions to a more ethical or sustainable portfolio or switch pension provider entirely.
Purchased subscription services		Investigate the true value of emissions associated with the subscriptions for day to day working and then evaluate if these can be eliminated, brought in house or switched to a new provider that is more energy efficient.
Business travel	7	Reduce the amount of domestic flights year on year, as well as consider if the event can be carried out virtually as well as prioritise airlines that are using a more efficient fleet or who have committed to a net zero target.
No physical office and working from home	17	Maintain fully remote (no physical office) to mitigate employee commuting emissions, scope 2 purchased energy related emissions and emissions from waste produced in the office. Incentivise and/or recommend employees to switch to a renewable energy supplier when working from home.
Purchased goods	28	Purchases should be reduced and where so, products should be sourced locally, second hand and via lower carbon delivery options.

\*Estimates do not represent full 90% reduction target as they only cover key hotspots.

# Carbon Reduction - Visualisation



The above waterfall chart demonstrates the size of carbon abatement for each of our set reduction initiatives in order to achieve 90% absolute reduction in emissions by 2040.



# Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with SBTi and PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard<sup>1</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.<sup>2</sup>

The required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard.<sup>3</sup>

**Signed on behalf of Appointed**

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Name:

Position:

Date: 8 September 2025

1. <https://ghgprotocol.org/corporate-standard>

2. <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

3. <https://ghgprotocol.org/corporate-value-chain-scope-3-standard>