

Business Certification

Avery & Brown Limited

YEAR 2

01 January 2022 to 31 December 2022



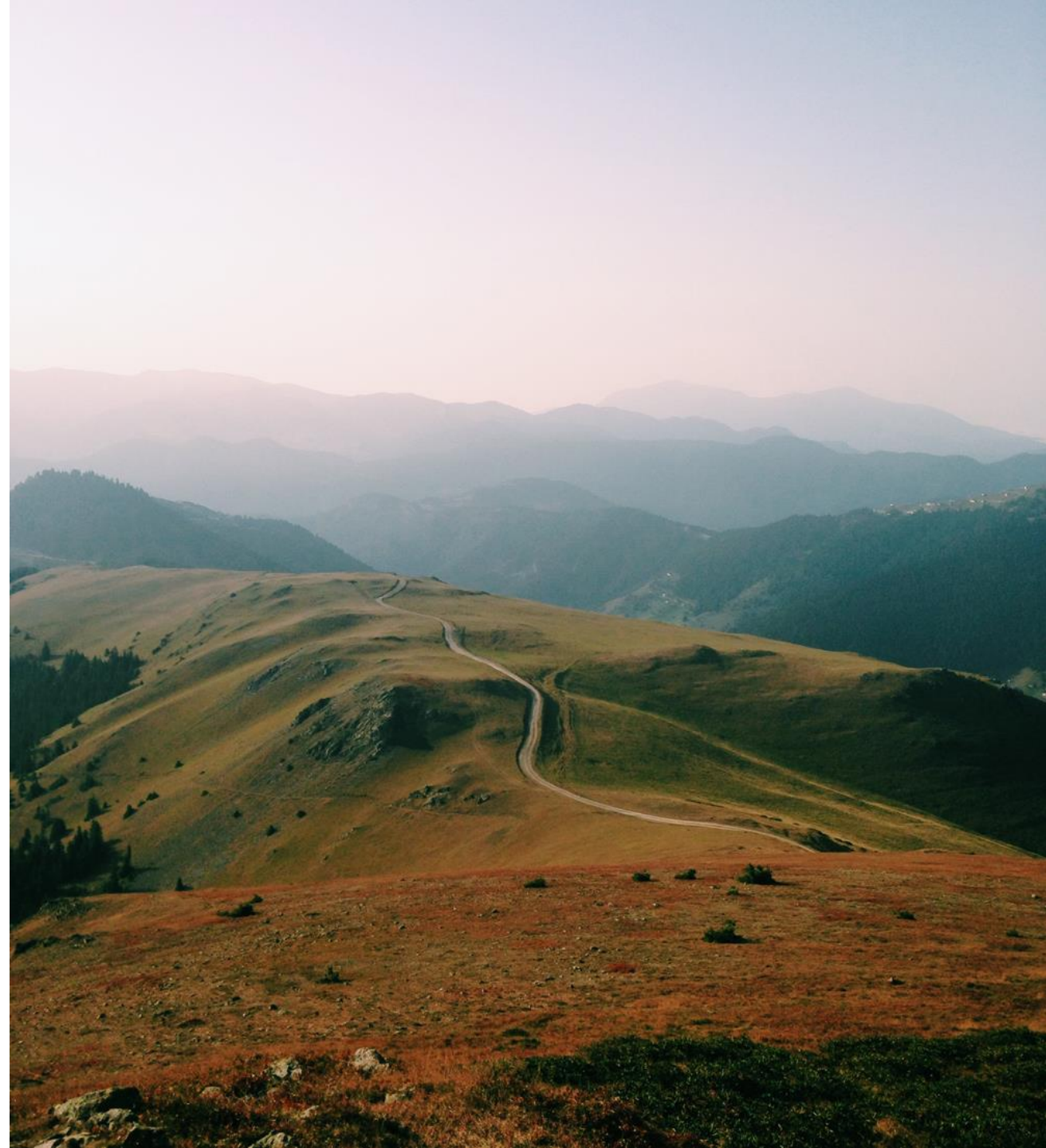
Measure



Engage

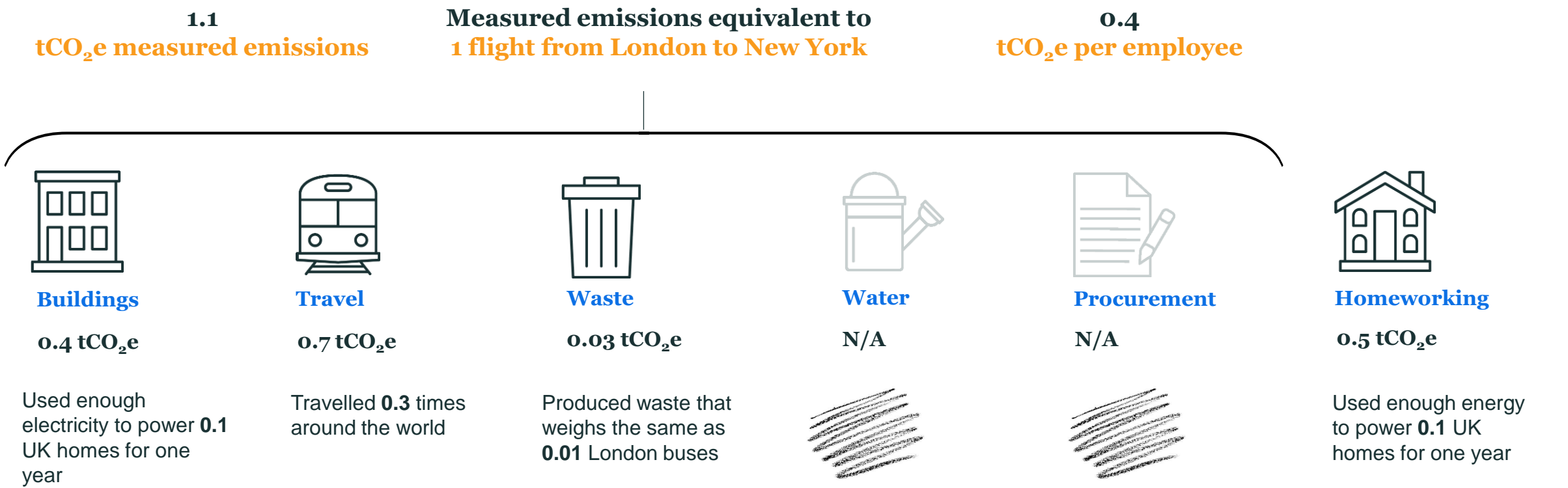


Communicate





Measured carbon EMISSIONS





Step one.

MEASURE





Measured carbon footprint.

Location *BASED*

Reporting year:

01 January 2022 to 31 December 2022

Reporting Boundary:

Avery & Brown HQ (Cambridge House, 8 East Street, Farnham, Surrey, GU9 7RX)

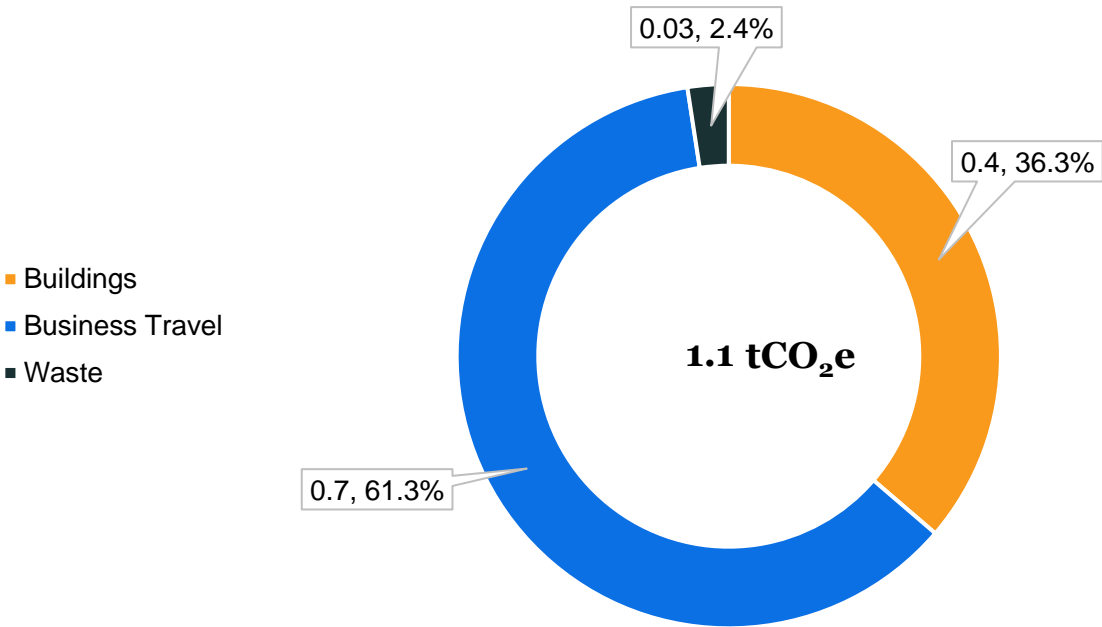
Emissions measured:

Electricity, T&D Losses, Natural Gas, Waste, Business Travel, Homeworking (excluded from footprint)

Highlights:

Carbon footprint (tCO₂e): **1.1**
Per employee (tCO₂e): **0.4**
Next reduction target: **5%**
Data quality score: **16 out of 20**

Carbon footprint by emission source for year ending 2022, tCO₂e



Note: Your carbon footprint is reported two ways; one is using the location based method of calculating Scope 2 electricity emissions and the other the market based method. A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen (or their lack of choice).



Measured carbon footprint.

Market *BASED*

Reporting year:

01 January 2022 to 31 December 2022

Reporting Boundary:

Avery & Brown HQ (Cambridge House, 8 East Street, Farnham, Surrey, GU9 7RX)

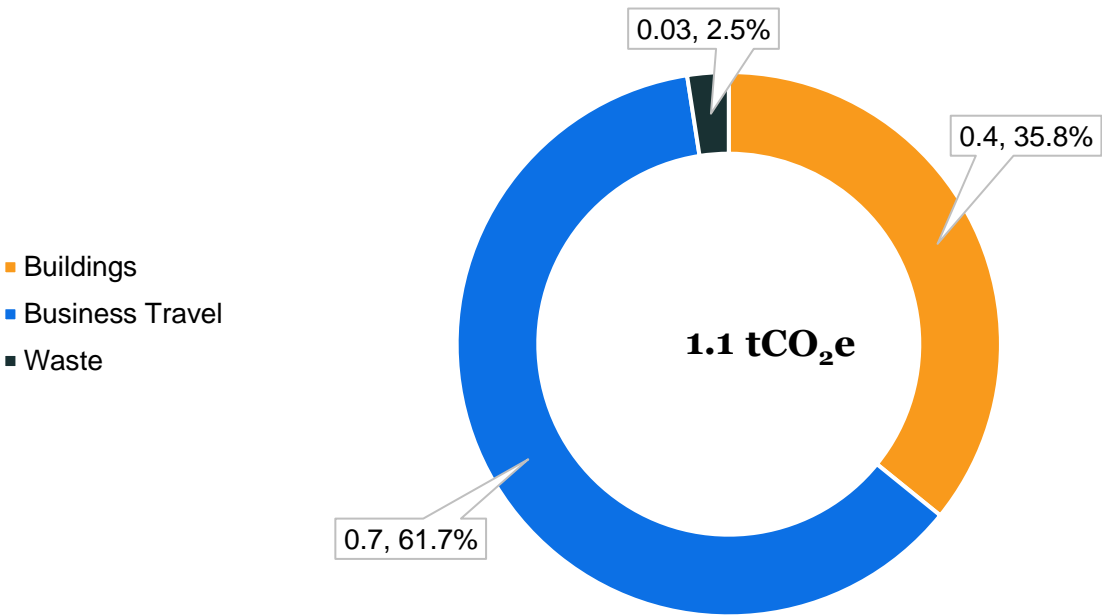
Emissions measured:

Electricity, T&D Losses, Natural Gas, Waste, Business Travel, Homeworking (excluded from footprint)

Highlights:

Carbon footprint (tCO₂e): **1.1**
Per employee (tCO₂e): **0.4**
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Carbon footprint by emission source for year ending 2022, tCO₂e



Note: Your carbon footprint is reported two ways; one is using the location based method of calculating Scope 2 electricity emissions and the other the market based method. A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen (or their lack of choice).



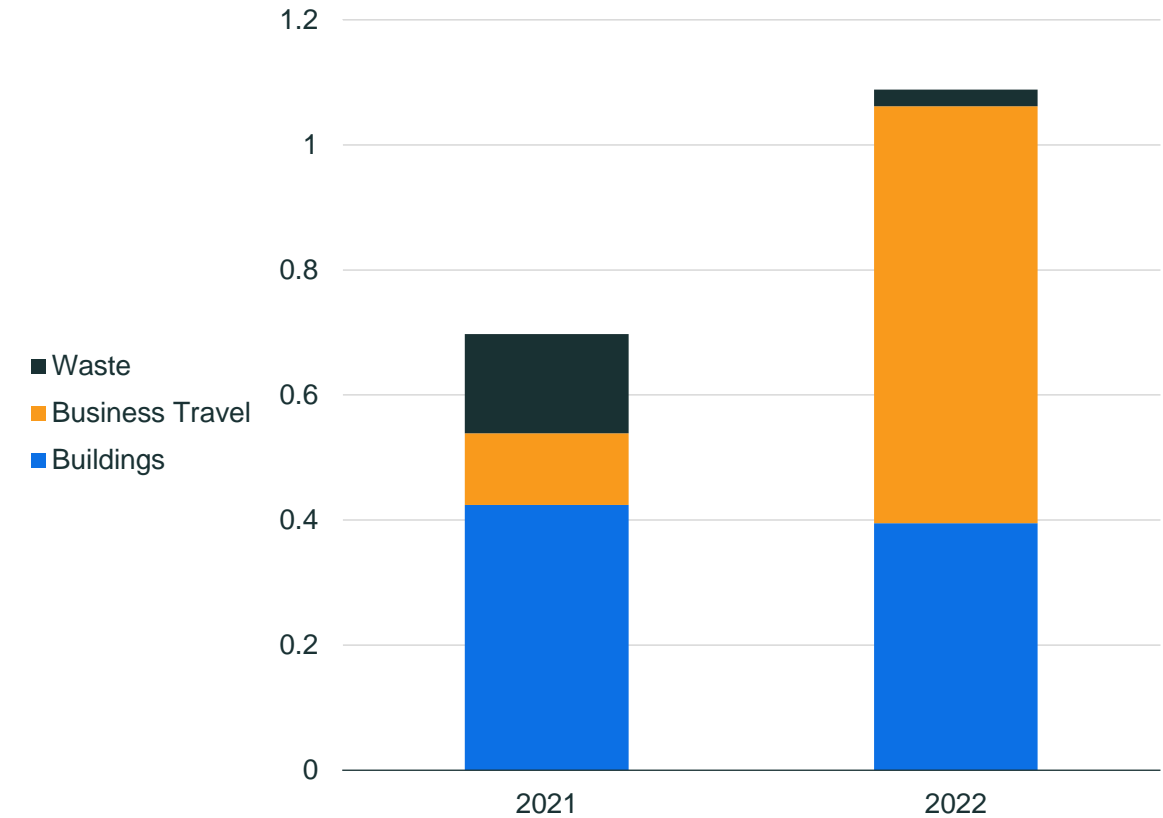
Measured carbon footprint.

Yearly *COMPARISON*

- Business Travel has contributed to the largest increase in emissions in YE2022, whilst Waste has the largest reduction in emissions.

Source Category	2021	2022
Buildings	0.4	0.4
Business Travel	0.1	0.7
Waste	0.2	0.03
Total	0.7	1.1

Carbon footprint by emission source for year ending 2021 and 2022, tCO₂e



All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.



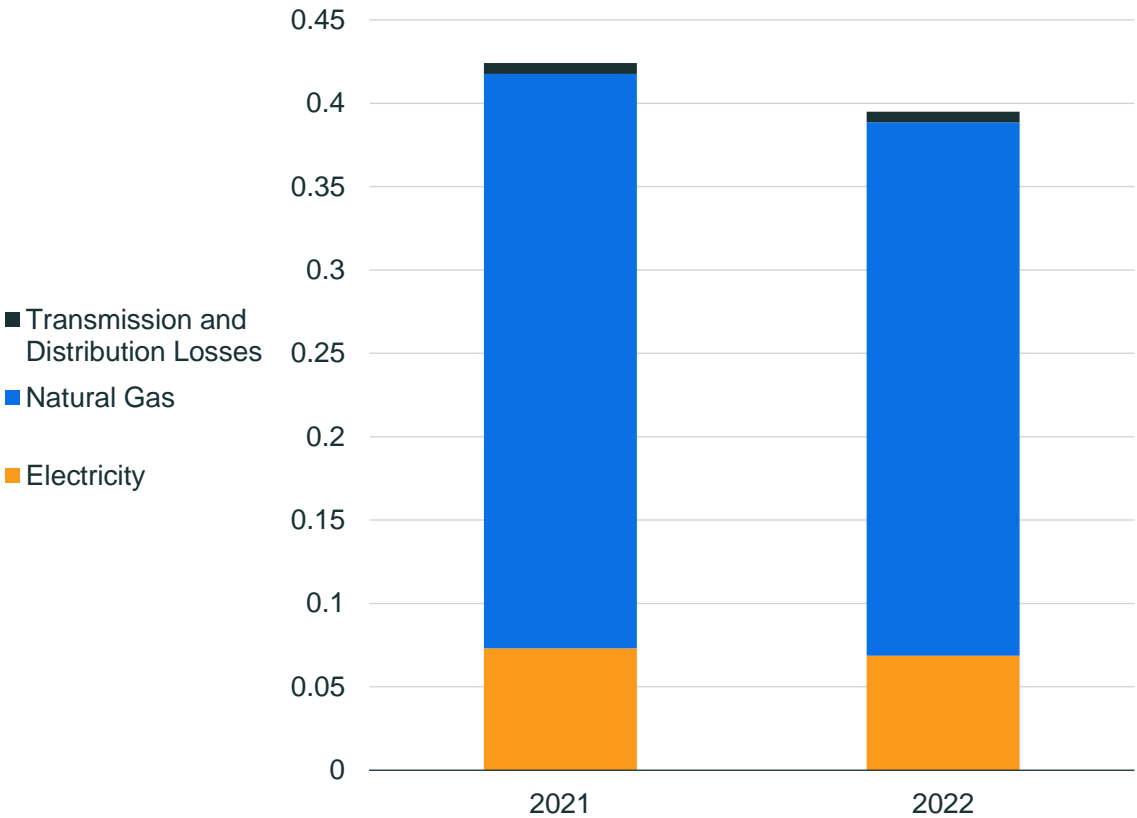
Carbon footprint.

BUILDINGS

- Electricity emissions have reduced by 6% and Natural Gas emissions have reduced by 7% in YE2022.

Buildings	2021	2022
Electricity	0.1	0.1
Natural Gas	0.3	0.3
Transmission and Distribution Losses	0.01	0.01
Total	0.4	0.4

Buildings emissions for year ending 2021 and 2022, tCO₂e



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Carbon footprint.

Business TRAVEL

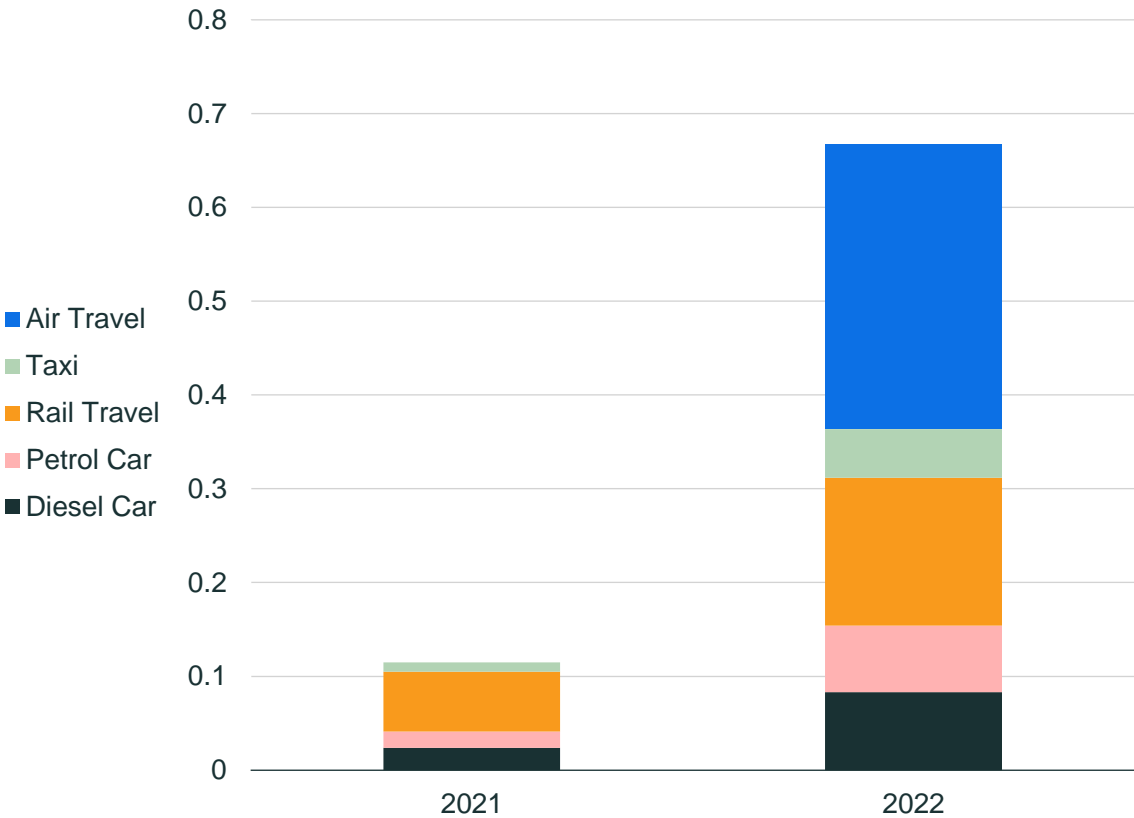
- Air Travel has contributed to a large increase in Business Travel emissions.
- All other modes of transport have also increased by over 100% in YE2022.

Business Travel	2021	2022
Diesel Car	0.02	0.1
Petrol Car	0.02	0.1
Rail Travel	0.1	0.2
Taxi	0.01	0.1
Air Travel	-	0.3
Total	0.1	0.7



All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.

Business travel emissions for year ending 2021 and 2022, tCO₂e





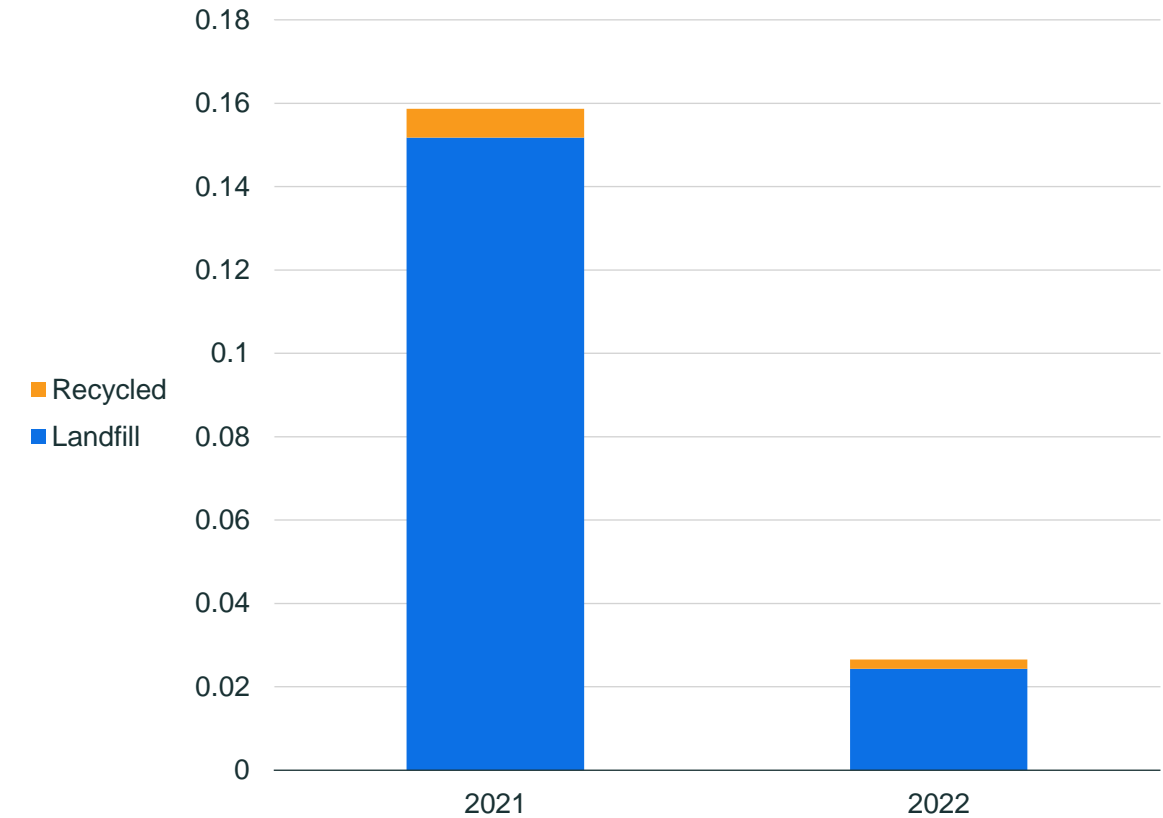
Carbon footprint.

WASTE

- Waste emissions have reduced by 84% and 68% for landfill and recycled waste respectively.

Waste	2021	2022
Landfill	0.2	0.02
Recycled	0.01	0.002
Total	0.2	0.03

Waste emissions for year ending 2021 and 2022, tCO₂e



All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.

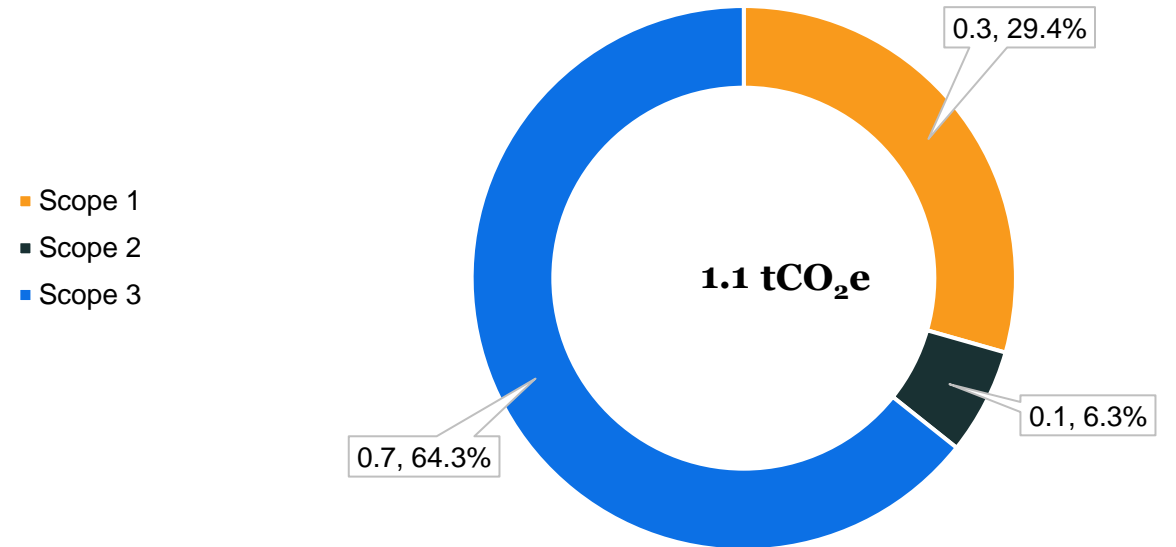


Measured carbon footprint.

BY SCOPE

Scope	tCO ₂ e	%
Scope 1	0.3	29.4
Scope 2	0.1	6.3
Scope 3	0.7	64.3
Total	1.1	100.0

Measured carbon emissions by scope for year ending 2022, tCO₂e



All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.



Carbon footprint.

HOME OFFICE

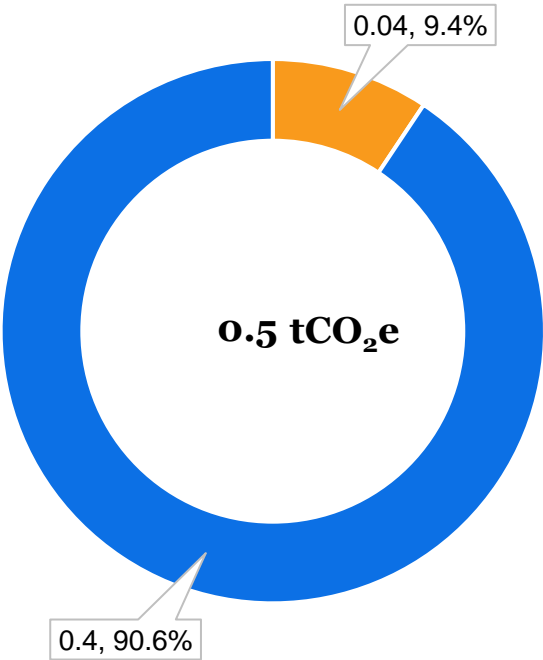
Notes:

- Due to the uncertainties surrounding Home Office emissions, and the fact that commuting emissions have not been calculated as part of your footprint, these figures are provided for information only in order to give an indication of the scale of the impact associated with home office energy consumption. They have not been included in your carbon footprint total.

Homeworking	tCO ₂ e	%
Electricity	0.04	9.4
Natural Gas	0.4	90.6
Total	0.5	100.0

Homeworking emissions for year ending 2022, tCO₂e

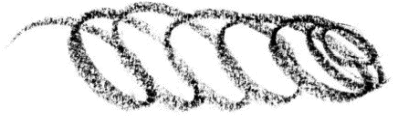
- Electricity
- Natural Gas



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Looking ahead. Targets for next year.



Measured carbon
footprint

1.1 tCO₂e



Carbon
reduction target (5%)

0.1 tCO₂e



Carbon reduction
per employee (5%)

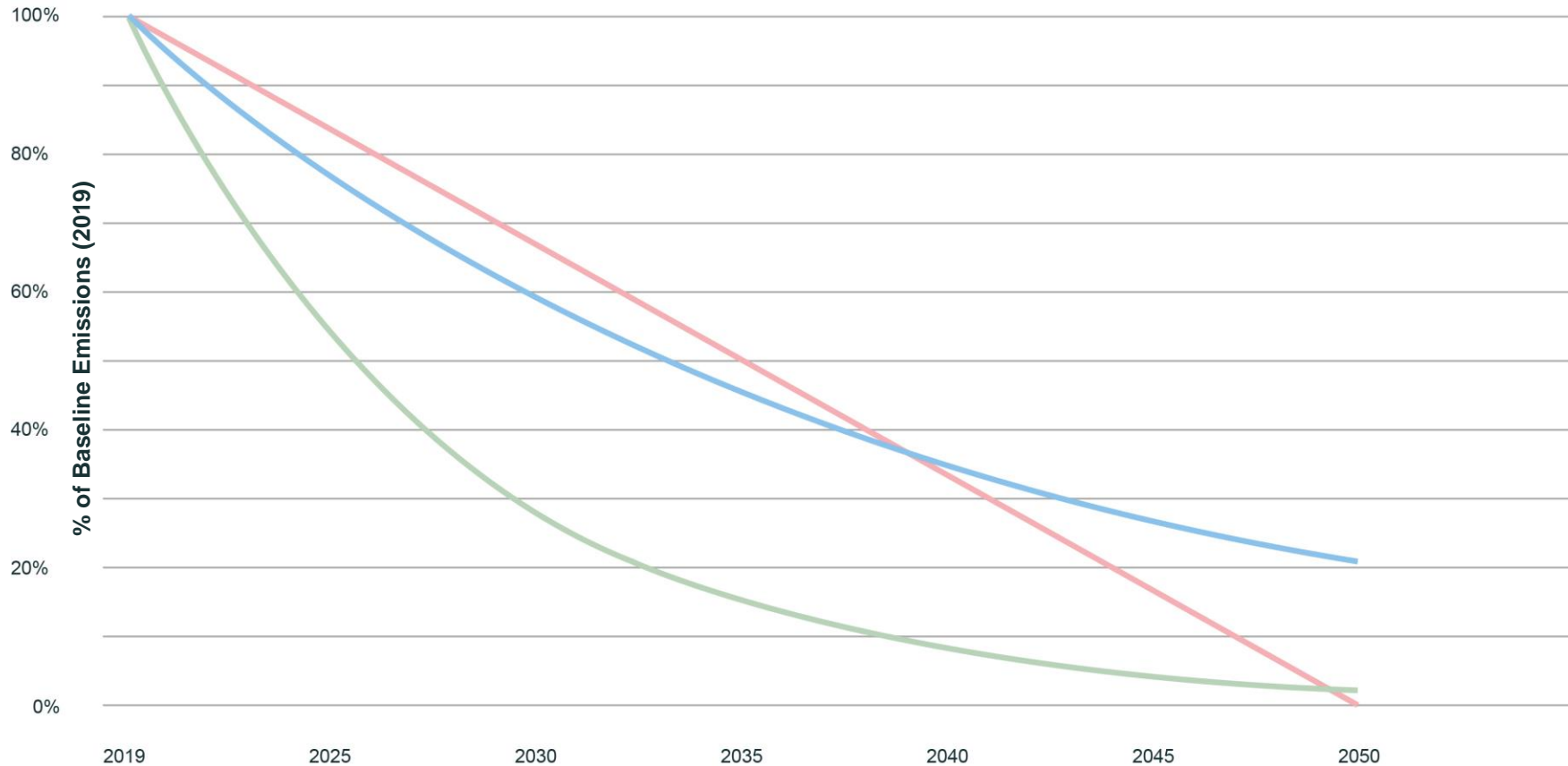
0.02 tCO₂e





Target setting.

A Decade of Action: Pathways to Net Zero through varying emissions reduction trajectories



Planet Mark 5% annual reduction

- 5% year on year reduction is the minimum annual reduction recommended by the Planet Mark.

Planet Mark 12% annual reduction

- 12% year on year reduction is based on the mean average reduction achieved by the Planet Mark holders in Ye2019.
- A 12% year on year reduction from a 2019 baseline will set you on track to meet the UK target Net Zero by 2050.

Net Zero 2050



Step two.

ENGAGE

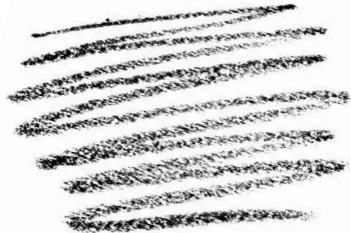




Workshops.

Our engagement experts will help unlock your employees' passion to innovate and take ownership of their environmental impacts.

Together, we celebrate every commitment and champion every success, providing positive reassurance to help you drive change from within.



Workshop	Description
Sustainability Energiser	A 1 hour session for everyone in the business. It raises awareness about sustainability, the business case for acting on climate change and the carbon footprint of the company. Includes brainstorm session inviting participants to come up with solutions.
Sustainability Plan Workshop	A 3 hour session which lifts the lid on operational carbon emissions, supporting a brainstorming sessions to understand impacts and consider actions that can make a material difference. Participants leave with a one-year Sustainability Plan with SMART targets, roles and responsibilities.
Business Sustainability Essentials Training	A 3 hour session covering the basics of business sustainability and the role your employees can adopt in driving change from within. Offered as both public and private event.
Stakeholder Engagement Workshop	A 30min-1 hour session, focussing on the member's sustainability journey to date, ambitions ahead with the view to encourage their suppliers/customers to join. Q&As, networking opportunity.



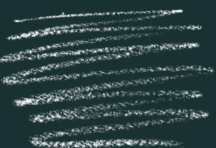
The Eden Project

PARTNERSHIP

At Planet Mark, we recognise that that we need nature to address the greatest challenges of our time.

The Eden Project, an educational charity, connects us with each other and the living world, exploring how we can work towards a better future.

As part of your certification with the Planet Mark, a number of tickets have been assigned to your organisation so you can visit the Eden Project for free – please get in touch to arrange your Eden Project visit and inspire and encourage positive action.





Cool Earth

PARTNERSHIP

Protecting our rainforests is one of our best lines of defence against climate change.

- Cool Earth is helping rainforest communities to protect nearly 100,000 hectares of biodiversity rich rainforest across three continents.
- Behind this huge milestone are thousands of families whose futures have been transformed.

COOL EARTH





Step three.

COMMUNICATE





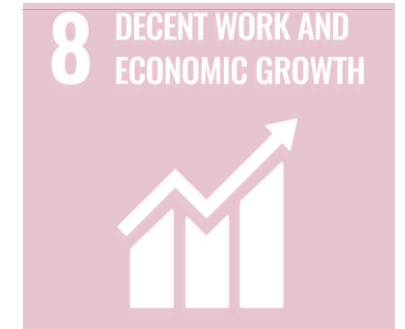
Communicating your international influence.

The Sustainable Development Goals (SDGs), also known as the Global Goals, are a collection of 17 interrelated goals set by the United Nations. They cover a broad range of social and economic development issues. These include poverty, hunger, health, education, climate change, gender, equality, water, sanitation, energy.

By measuring and reducing your carbon footprint with the Planet Mark, you can directly and measurably contribute to up to 9 SDGs addressing 14 SDG targets.

Contributing towards

7 SDGs





SDG alignment.



6.3 - Reduction in total waste produced



9.4 - Reduction in energy use



13.3 - Donation to the Eden Project



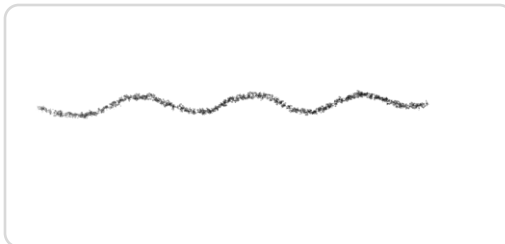
7.3 - Reduction in energy use



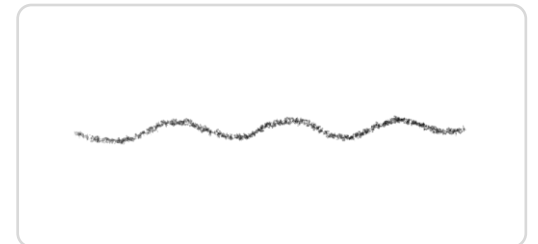
11.6 - Measured carbon emissions
11.6 - Reduction in total waste produced
11.6 - 67% of waste recycled and composted
11.4 - Donation to the Eden Project



14.1 - Reduction in total waste produced

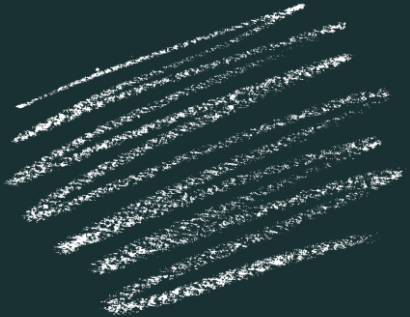


12.6 - Measured carbon emissions
12.5 - Reduction in total waste produced
12.5 - 67% of waste recycled and composted





5 ways to accelerate your sustainability journey.



1. Review our recommendations

Guidance for general best practice: See the Appendix of this report for recommendations to do with Data Collection & Quality, Building, Waste, Travel, Paper, Staff Engagement and Supplier Engagement.

2. Join our online community

Planet Mark online community platform: If you haven't already, invite your team to join our exclusive member-only community platform, where you can check out inspirational initiatives to implement in your own organisation and collaborate with other Planet Mark Members. Join [here](#).

3. Use our toolkits & resources

Toolkits & Guides: Go to our Members Area on our [website](#) and make use of resources available to Planet Mark members.

4. Connect with us

Social media channels: We're active across social media and would love to help share your sustainability stories across our platform, just connect and tag us please!

5. Need more support?

We can help. We are here to support on your sustainability journey, no matter where you're at. If you're on a path to net zero, we have a suite of Net Zero [Solutions](#) to offer. If you want further stakeholder engagement support, browse our list of workshops [here](#) or just get in touch to discuss.



Data Report.

APPENDIX



Current

01 January 2021 to 31 December 2021 01 January 2022 to 31 December 2022

Source	Scope	Unit	Amount	tCO ₂ e	Amount	tCO ₂ e	% Change in tCO ₂ e from previous year	% total carbon footprint	% Change in amounts from previous year
Buildings									
Electricity (location based)	2	kWh	343.8	0.1	354.5	0.1	-6%	6%	3%
Electricity (market based)	2	kWh	343.8	0	354.5	0.1	-	-	3%
Natural Gas	1	kWh	1,881.8	0.3	1,753.4	0.3	-7%	29%	-7%
Transmission and Distribution Losses	3	kWh	343.8	0.01	354.5	0.01	-3%	1%	3%
Travel									
Air Travel	3	passenger.km	-	-	3,800.0	0.3	-	28%	-
Diesel Car	3	km	141.0	0.02	486.0	0.1	250%	8%	245%
Petrol Car	3	km	100.4	0.02	417.5	0.1	307%	7%	316%
Rail Travel	3	passenger.km	1,797.3	0.1	7,985.1	0.2	147%	14%	344%
Taxi	3	km	47.3	0.01	249.0	0.1	426%	5%	426%
Waste									
Landfill	3	tonnes	0.3	0.2	0.1	0.02	-84%	2%	-84%
Recycled	3	tonnes	0.3	0.01	0.1	0.002	-68%	0.2%	-68%
Location Based									
Total		tCO₂e		0.7		1.1	56%		
No. employees		Number		2.3		3.1			
Total per employee		tCO₂e		0.3		0.4	18%		
Turnover £m		£m		0.2		0.2			
Total per £m		tCO₂e		3.4		4.6	35%		
Market Based									
Total		tCO₂e		0.6		1.1	73%		
No. employees		Number		2.3		3.1			
Total per employee		tCO₂e		0.3		0.4	31%		
Turnover £m		£m		0.2		0.2			
Total per £m		tCO₂e		3.0		4.6	50%		

All rows and tables are rounded to one decimal place. This may lead to slight discrepancies in totals within the report.



About this report – General.

Company Name	Avery & Brown Limited
Sector	Advertising, Marketing & PR
Reporting Period	01 January 2022 to 31 December 2022
Year Of Certification	2nd
Reporting Boundary	Avery & Brown HQ (Cambridge House, 8 East Street, Farnham, Surrey, GU9 7RX)
Emission sources included	Electricity, T&D Losses, Natural Gas, Waste, Business Travel,, Homeworking (excluded from footprint)
Total FTE Employees (annual average no.)	3
Data Collection Lead	Russ Avery, russ@averyandbrown.com
Significant reporting changes	1 employee became fully remote.
Baseline Conversion Factor	BEIS 2021
Current Conversion Factor	BEIS 2022
Methodology	We follow the GHG Protocol for Corporate Emission Reporting and The National TOMs Framework for Social Value Reporting. Refer to Planet Mark Business Certification Scheme Rules for detailed information on the methodology and standards used in the preparation of this report.
Community Project	Contributions to the Eden Project have been made as part of Planet Mark Certification.
Prepared by	Charlotte Bowles, Sustainability Consultant, Planet Mark
Checked by	Jamie Beevor, Head of Technical, Planet Mark Alex Smith, Technical Consultant, Planet Mark
Date	10 May 2023



About this report – Caveats (i).

Operational Boundary	Scope	Unit	Data Source	Data Accuracy	Comments, omissions, estimates or extrapolations	Organisational Boundary
Electricity	2 and 3	kWh	Primary source - invoices	Actual meter reads with some extrapolation to match reporting period	Please refer to the omissions and estimations slide for data interpolation and extrapolation details.	Avery & Brown HQ
					Your electricity consumption is shown in the carbon footprint as Purchased Electricity emissions (Scope 2 emissions) and Electricity Transmission and Distribution losses (Scope 3 emissions). Your scope 2 electricity emissions are reported in two ways; using the location-based method and the market-based method. Location-based electricity emissions have been calculated using carbon emission factors for average national or sub-national grid electricity and market-based electricity emissions have been calculated using carbon emission factors for your specific electricity supply fuel mix as published on your supplier's website for electricity supplied in the period April 2021 to March 2022.	
Natural Gas	1	kWh	Primary source - invoices	Actual and estimated meter reads	None.	Avery & Brown HQ
Homeworking Energy	3	kWh	Secondary source - Planet Mark homeworking energy calculation tool	Estimated	UK homeworking energy includes additional electricity and gas consumption as a result of each full-time equivalent employee working from home. We base our estimate of energy consumption due to homeworking on the new BEIS 2022 homeworking emission factors. The annualised BEIS emission factors have been converted into monthly estimates of energy consumption in order to better account for seasonal variations. Our estimates are based on a 40h working week and a 6-month heating season (October to March) and take into account annual leave. Where the business has a physical office, homeworking utility emissions are calculated but not included in the Total Carbon Footprint figure.	Avery & Brown HQ

Note: unless otherwise stated in the report all electricity emissions are location based (i.e. calculated using carbon emission factors for average UK national grid electricity).
Do let us know if your electricity is from 100% renewable energy and we will provide dual reporting to show both market based and location based electricity emissions.



About this report – Caveats (ii).

Operational Boundary	Scope	Unit	Data Source	Data Accuracy	Comments, omissions, estimates or extrapolations	Organisational Boundary
Private Vehicles Used for Business	3	km	Primary source - expense claims	Actual	None	Avery & Brown HQ
Air Travel	3	pkm	Primary source - expense claims	Actual	None	Avery & Brown HQ
Rail Travel	3	pkm	Primary source - expense claims	Actual	None	Avery & Brown HQ
Taxi Travel	3	km	Primary source - expense claims	Actual	None	Avery & Brown HQ
Waste Landfill	3	tonnes	Primary source - supplier report	Actual	We have updated our approach to calculating emissions from waste. This change in methodology has led to a reduction in our estimate of the weight of waste arisings based on the number of bin collections and this may result in an apparent reduction in the waste emissions estimate.	Avery & Brown HQ
Waste Recycling	3	tonnes	Primary source - supplier report	Actual	Actual consumption for a 4-week period has been extrapolated to cover waste for the year We have updated our approach to calculating emissions from waste. This change in methodology has led to a reduction in our estimate of the weight of waste arisings based on the number of bin collections and this may result in an apparent reduction in the waste emissions estimate.	Avery & Brown HQ
					Actual consumption for a 4-week period has been extrapolated to cover waste for the year	

Note: unless otherwise stated in the report all electricity emissions are location based (i.e. calculated using carbon emission factors for average UK national grid electricity). Do let us know if your electricity is from 100% renewable energy and we will provide dual reporting to show both market based and location based electricity emissions.



About this report – Caveats (iii).

Operational Boundary	Scope	Unit	Data Source	Data Accuracy	Comments, omissions, estimates or extrapolations	Organisational Boundary
Headcount		no.	Primary source - note from payroll	Actual	We have used the annual average full-time equivalent employees. Part-time employees are assumed to work 20 hours a week. We assume headcount only includes active employees (i.e. excludes employees on furlough).	Avery & Brown HQ
Turnover		£m	Primary source - note from finance director	Assumed Actual	None	Avery & Brown HQ
Floor Area		m ²	Secondary source - floorplan caluclations	Assumed Actual	Floor area is 25sqft. It is estimated that the office is equivalent to 7% of the total building size (25sqm of 324sqm).	Avery & Brown HQ

Note: unless otherwise stated in the report all electricity emissions are location based (i.e. calculated using carbon emission factors for average UK national grid electricity). Do let us know if your electricity is from 100% renewable energy and we will provide dual reporting to show both market based and location based electricity emissions.



About this report.

Data Quality.

Data quality score

The data quality score is based on the ‘Data Quality Matrix’ in the Planet Mark Business Certification Scheme Rules and provides an indication of data assurance when using information in this report in your business.

	Previous Year	01 January 2022 to 31 December 2022	Definition
Relevance of boundary	3	3	Boundary accurately reflects the majority of the business carbon footprint for the studied period.(eg at least 75% of organisational activity included)
Data completeness	3	3	12 months of data provided for most sources.
Transparency	3	3	Majority disclosure of assumptions and/or some original evidence provided.
Data accuracy	3	4	Mainly use of primary data sources and minimal estimated data.
Consistency		3	Largely consistent or improved methods, boundary and data completeness with supporting evidence of changes made.
Total score	12 out of 16	16 out of 20	

As a way to improve your data quality score for future reports, it is recommended:

- To measure the weight of all waste over the year;
- Investigate the possibility of sub-meters within the office building



About this report – Caveats – Adjusted Data.

Notes: Data for the periods shown below has been interpolated or extrapolated as indicated in the table.

Emission Source	Scope	Site	Data Source	Data Accuracy	Date From	Date To	No. of Days	Adjusted Date From	Adjusted Date To	Adjusted No. of Days
Electricity	2	Avery & Brown HQ	Meter Reading	Mixed (actual & est)	14-01-2022	14-02-2022	32	01-01-2022	14-02-2022	45
Electricity	2	Avery & Brown HQ	Meter Reading	Mixed (actual & est)	14-11-2022	04-01-2023	52	14-11-2022	31-12-2022	48
Natural Gas	1	Avery & Brown HQ	Meter Reading	Mixed (actual & est)	05-10-2021	19-04-2022	197	01-01-2022	19-04-2022	109
Natural Gas	1	Avery & Brown HQ	Meter Reading	Mixed (actual & est)	04-10-2022	01-01-2023	90	04-10-2022	31-12-2022	89



Recommendations.

APPENDIX





Guidance for general best practice.

Data collection and quality

Evidence pack: Collate all relevant invoices in an electronic evidence pack.

Utilities: Take readings of all meters on the last day of the month. Investigate the installation of smart meters.

Headcount: Ask HR for a table showing monthly full time equivalent headcount for the whole reporting period.

Fuel: Introduce fuel cards.

Travel: Ask your travel suppliers to provide you with a report detailing mileage and mode of transport so you can accurately add data to your carbon footprint. For non centrally booked travel record mode of travel, destination/origin and distances travelled in expense claim forms.

Building

Energy efficiency: Regular 'energy audits' will help identify where most energy is being used and potential wastage from equipment, lights and heat loss. Investigate the installation of LED, T5 and sensor lighting and the upgrade of heating controls.

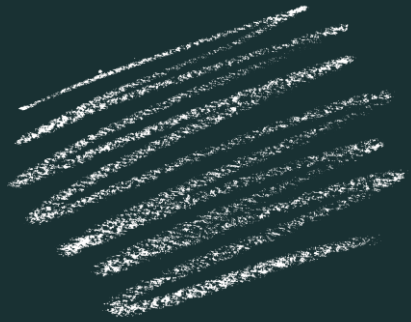
Waste

Carry out a waste management audit: To understand what waste you are producing, where it is coming from and what the best route for it would be. Provide plenty of bins for segregating waste correctly and encouraging recycling.

Engage your waste management supplier to help you reduce landfill waste and instead increase the proportion that goes to recycling and to energy from waste.



Guidance for general best practice.



Water

Check your meters at night, or when water is not in use, to monitor leakage.

Introduce a water use awareness campaign in communal kitchen areas.

Travel

Record all business travel and promote public transport options for business meetings.

Arrange safe and fuel efficient driving training for all drivers. Plan driver routes to finish at their homes.

Choose fuel efficient vehicles. Electric or hybrid cars are exempt from various taxes. Subsidies are also available for smallest vehicles. Provide incentives for employees to opt for low carbon cars, and limit choices to those which meet sustainability criteria

Choose travel management companies, airlines, taxi companies, couriers and other providers that are Planet Mark certified, and look for clear progress on improving fuel efficiency and pursuing credible, sustainable solutions for travel.

Paper

Buy paper from sustainable forests or recycled content. Ask for FSC or PEFC branded paper as a minimum - ideally with the EU Eco label.

Choosing recycled content paper, your carbon emissions from paper use are reduced by 30% but choosing sustainably sourced paper the benefits are more holistic as you support the demand for sustainably managed forests which may otherwise be cut down for a different land use such as agriculture.



Guidance for general best practice.

Staff engagement

Organise annual sustainability workshops.

Carry out an energy awareness and 'switch off' campaign.

Supplier engagement

Explore your possibilities and choose consciously. Check the [Planet Mark website](#) for companies that are currently engaged on reducing their carbon footprint.

A BRIGHTER future.



THANK YOU

Get in touch

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