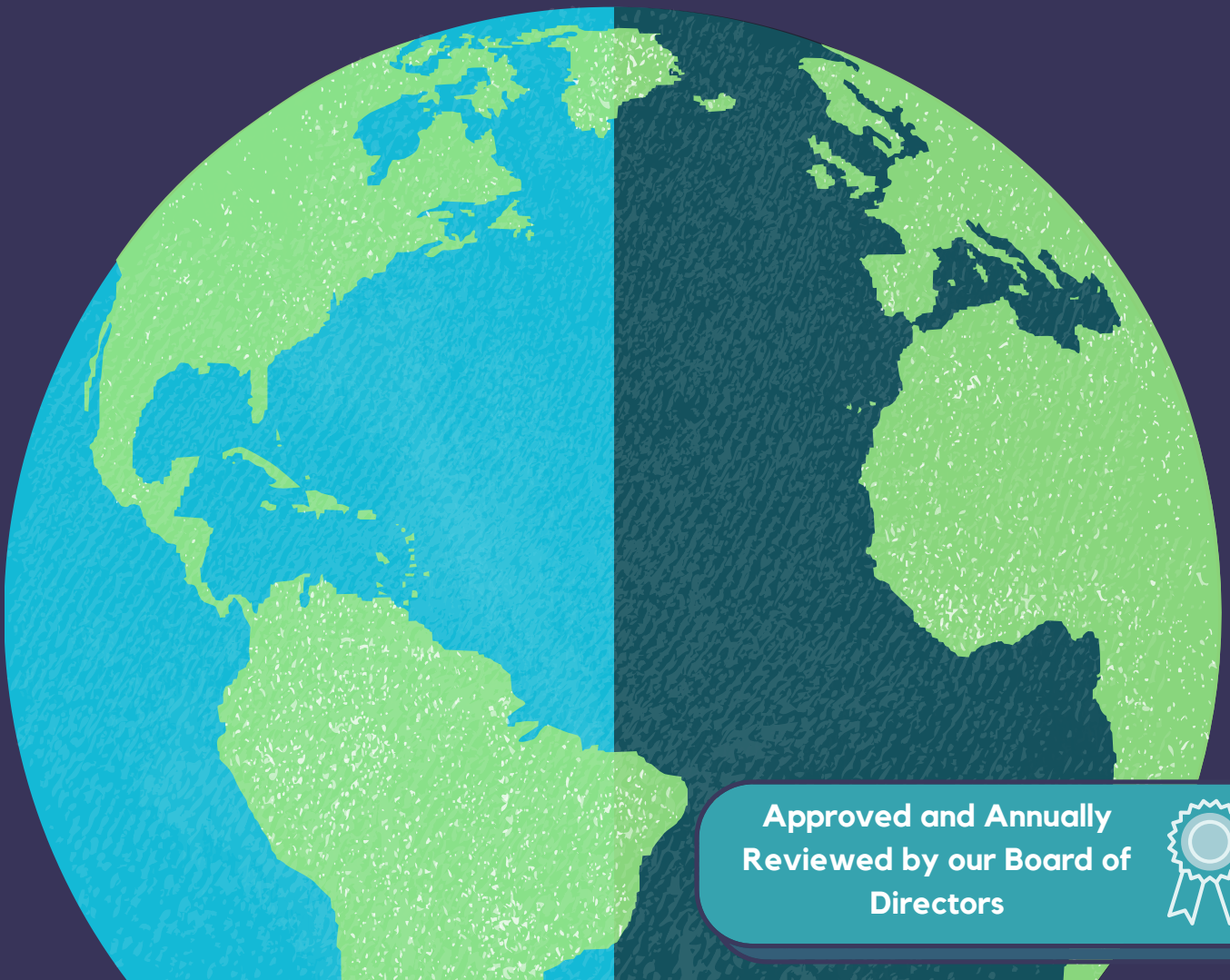


**OLIVE  
JAR**  
DIGITAL



# **CARBON REDUCTION PLAN**

**December 2024**



**Approved and Annually  
Reviewed by our Board of  
Directors**



**OLIVE JAR DIGITAL IS COMMITTED TO ACHIEVING NET  
ZERO EMISSIONS BY 2050**

# Carbon Reduction Plan

Supplier name: *Olive Jar Digital Ltd*

Publication date: *20<sup>th</sup> December 2024*

## Commitment to achieving Net Zero

**Olive Jar Digital Ltd** is committed to achieving Net Zero emissions by **2050**.

## Baseline Emissions Footprint - 2020

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions.

Baseline emissions are the reference point against which emissions reduction can be measured.

| <b>Baseline Reported EMISSIONS - 2020</b> | <b>TOTAL tonnes (t) of carbon dioxide (CO<sub>2</sub>) (tCO<sub>2</sub>e)</b> |
|---|---|
| <b>Scope 1</b>                            | 0.02  |
| <b>Scope 2</b>                            | 1.22  |
| <b>Scope 3<br/>(Included Sources)</b>     | 0.45  |
| <b>Total Emissions</b>                    | 1.69  |

### Notes:

Even though this is our baseline year, our GHG emissions for Scope 3 have declined significantly due to a reduction in business travel. This reduction was mainly driven by the shift to working remotely caused by the global pandemic and we expect it to continue until the end of the current year.

## Previous Years Emissions Footprint - 2021

| <b>Previous Year Reported EMISSIONS - 2021</b> | <b>TOTAL tonnes (t) of carbon dioxide (CO2) (tCO2e)</b> |
|--|---|
| <b>Scope 1</b>                                 | 0.02  |
| <b>Scope 2</b>                                 | 1.22  |
| <b>Scope 3<br/>(Included Sources)</b>          | 0.11  |
| <b>Total Emissions</b>                         | 1.35  |

### Notes:

With less travel than in our baseline year owing to the pandemic, our GHG emissions for Scope 3 have declined significantly due to a reduction in business travel. We do however anticipate seeing slightly higher numbers for 2022 as we introduce hybrid working practices and a return to more usual pre-pandemic routines. 2022 should show a more realistic vision of our true baseline emissions with staff working both from home and from our office, but we endeavour to keep essential travel to a minimum to ensure we are meeting our reduction targets.

## Previous Years Emissions Footprint - 2022

| <b>Previous Year Reported EMISSIONS - 2022</b> | <b>TOTAL tonnes (t) of carbon dioxide (CO2) (tCO2e)</b> |
|--|---|
| <b>Scope 1</b>                                 | 0.22  |
| <b>Scope 2</b>                                 | 1.22  |
| <b>Scope 3<br/>(Included Sources)</b>          | 1.50  |
| <b>Total Emissions</b>                         | 2.95  |

### Notes:

We are seeing higher numbers for 2022 as we have introduced hybrid working practices and a return to more usual pre-pandemic routines. GHG emissions for Scope 1 and 3 have increased, owing to the use of an office, so we have seen an increase in staff commutes and the use of an air conditioning unit on hot days in the office throughout the summer. 2022 shows a more realistic vision of our true baseline emissions with staff working both from home and from our office, but we endeavour to keep essential travel to a minimum to ensure we are meeting our reduction targets. We will likely need to revise our carbon emission target for the next 5/6 years as we now have a more accurate view of what our baseline emissions truly look like post-pandemic.

## Previous Years Emissions Footprint - 2023

| <b>Previous Year Reported EMISSIONS - 2023</b> | <b>TOTAL tonnes (t) of carbon dioxide (CO<sub>2</sub>) (tCO<sub>2</sub>e)</b> |
|--|---|
| <b>Scope 1</b>                                 | 0.11  |
| <b>Scope 2</b>                                 | 1.22  |
| <b>Scope 3<br/>(Included Sources)</b>          | 2.20  |
| <b>Total Emissions</b>                         | 3.53  |

### Notes:

Scope 3 emissions increased further this year as employee numbers grow and we see an increased presence of staff required to work in our office. We remain committed to reducing our emissions overall, even as we increase our staff numbers. We endeavour to keep travel and unnecessary emissions as low as possible, offsetting where we can. Due to the aftereffects of our response to the pandemic and being a small company that is looking to grow, we are still working to understand what our emissions truly look like.

**Reporting Year: 2024****Additional Details relating to the Reporting Year Emissions calculations.**

This is Olive Jar's fourth year analyzing and reporting on our emissions across our baseline year 2020, prior reporting years 2021, 2022, 2023 and current reporting year 2024.

**Reporting Year emissions:**

This year we are still maintaining a majority home-working approach, but have taken on an office hub, which we use occasionally for meetings and days working in the office. Following on from 2021, 2022 and 2023 we have maintained these increased levels of home working and decreased (where possible, owing to a return to more regular working patterns) levels of commuting or travelling for work and will continue to do so for the future, reducing work travel and commuting wherever possible. We continue to increase our employee count, so this does naturally contribute to slightly higher levels of emissions in some cases, but we have done our utmost to avoid unnecessary travel where possible.

**Scope 1**

Scope 1 emissions covers direct emissions from owned and controlled resources. Emissions released as a direct result from activities of Olive Jar Digital. Scope 1 is divided into 4 categories which include:

**1. Stationary**

*This includes fuels and heating sources. All fuels that produce GHG emissions*

**2. Mobile**

*All vehicles owned or controlled, burning fuel*

**3. Fugitive emissions**

*Includes leaks from greenhouse gases (e.g., refrigeration, air conditioning units)*

**4. Process emissions**

*These emissions are released during industrial processes, and on-site manufacturing*

**Scope 2**

Scope 2 emissions covers indirect emissions from the generation of purchased energy, from our utility provider. Includes all GHG emissions released in the atmosphere, from the consumption of purchased electricity, steam, heat, and cooling.

*For Scope 1 and 2 calculations we followed the 2019 HM Government Environmental Reporting Guidelines. Homeworking Emissions for Scope 1 and Scope 2 have been calculated in line with the Homeworking Emissions White Paper 2020 produced by Ecoact in partnership with Lloyds and Natwest Banking Groups. We have also used the GHG Reporting Protocol - Corporate Standard and the UK Government's Greenhouse gas reporting: conversion factors 2022.*

**Scope 3** (Categories 4, 5, 6, 7, 9)

Scope 3 covers upstream transportation and distribution, waste generated and operations, business travel, employee commuting, downstream transportation, and distribution. Emissions from employee's homeworking have also been factored in including estimates from home energy consumption.

*For Scope 3 calculations we followed the guidance of GHG Reporting Protocol - Corporate Standard and have used the UK Government's Greenhouse gas reporting: conversion factors 2022 for reporting.*

| <b>Current Reported EMISSIONS - 2024</b> | <b>TOTAL tonnes (t) of carbon dioxide (CO<sub>2</sub>) (tCO<sub>2</sub>e)</b> |
|--|---|
| <b>Scope 1</b>                           | 0.07  |
| <b>Scope 2</b>                           | 1.71  |
| <b>Scope 3<br/>(Included Sources)</b>    | 1.39  |
| <b>Total Emissions</b>                   | 3.17  |

**Notes:**

We are thrilled to have come in just under our emission target of 3.2 tCO<sub>2</sub>e this year. Although we have seen an increase in Scope 2 emissions since last year (due to increased staff numbers), we have been successful in reducing our work travel, with our Scope 3 emissions seeing a reduction since our last report. This is despite more staff members, and reporting emissions for air travel for the first time as a contributory factor in commuting. This reduction in travel has also led to decreased Scope 1 emissions, as we have been using the air conditioning unit in our offices much less.

We've also used an updated version of the UK Government's Greenhouse Gas Reporting conversion factors this year, which should hopefully show more accurate emissions this year. Looking ahead, we do still anticipate a possibility of increased emissions in some areas, due to the nature of growing of a business, but as always, we'll endeavor to keep necessary travel to a minimum.

## Emission Reduction Targets

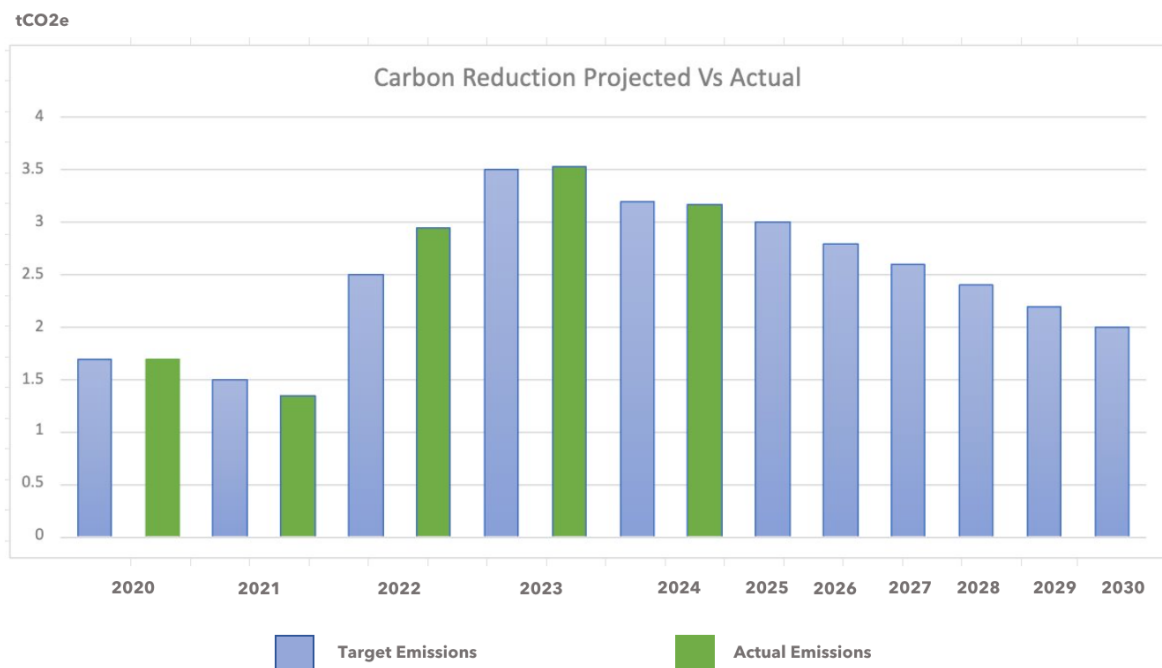
We have previously provided three emissions reduction commitments. This is Olive Jar's fourth year of providing targets to achieving net zero.

In order to progress to achieving Net Zero, we have adopted the following carbon reduction targets.

- We aim to reduce our carbon emissions over the next six years to **2 tCO<sub>2</sub>e** by 2030.

The years 2020 and 2021 saw our organisation go through government pandemic lockdowns. We therefore saw a dramatic decrease in our emissions, despite not ever reporting them. It is difficult to use these years as a baseline because they do not represent the usual routine for our business. 2022, 2023 and this year, 2024 have been more usual, but in line with our growth plan for the business over the next 5/6 years, we do anticipate that emissions might increase as we gain more employees and continue our hybrid working practices. However, we will continue to promote green initiatives and research and implement ways to reduce or offset our carbon emissions moving forwards. So are targets below reflect our desire to keep our emissions low and reducing year on year.

Progress against our targets for the next 5/6 years can be seen in the graph below:





## **Carbon Reduction Projects**

### **Completed Carbon Reduction Initiatives**

This is our fourth year of calculating and reporting on our carbon footprint, and so we are continuing to work hard to implement Carbon Reduction Initiatives. Steps already taken and completed include:

- We have implemented a commute questionnaire as part of our employee onboarding, allowing us to accurately understand how far and by which methods employees are travelling to the office to increase the accuracy of our emissions calculations.
- The introduction of an Electric Vehicle Scheme for all eligible employees.

### **Ongoing Carbon Reduction Initiatives**

- Promoting a paperless office culture by holding all documents and records in the cloud
- Moving 100% of our client meetings online where possible - We keep most client meetings remote via teams. On occasion when we must attend in person, we continue to try and stay green with our modes of transport.
- Supporting an internal group of colleagues who provide thought leadership on embedding environmental responsibility into everything we do.
- By adopting a hybrid working model for colleagues going forward, we are looking to create a sustainable balance between working from home and either in our office or on client sites, thereby reducing both the expectation and need for business related travel in future years

### **Future Carbon Reduction Initiatives**

We are looking to implement additional initiatives, more precise monitoring, and greater carbon offset as part of our determination to achieve our carbon reduction targets. Future measures that we are either planning or investigating include:

- Introduction of a Ride to Work Scheme
- Eliminating corporate use of single used plastics and providing all colleagues with reusable alternatives
- Achieve ISO 14001 accreditation within the next 10 years
- Create and implement a green switching bonus/incentive scheme for WFH employees to encourage them to switch to renewable energy providers
- Encourage staff to use a green search engine like Ecosia which plants trees with each search
- Work with Carbon Neutral Britain to become a Certified Carbon Neutral Business. We can work with them to offset any emissions we cannot reduce or sponsor our employees to become members and offset their own personal emissions.
- Joining the SME Climate Hub to be a part of the discourse surrounding Net Zero along with other small businesses
- Sign up to SBTi and CDP

## Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with 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>7</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>8</sup>.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and 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>9</sup>.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

### Signed on behalf of the Supplier:



**Olivia Nixey**

*Company Director*

Date: 20/12/2024

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<sup>7</sup> <https://ghgprotocol.org/corporate-standard>

<sup>8</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>9</sup> <https://ghgprotocol.org/standards/scope-3-standard>