



Cabinet Office

CARBON REDUCTION PLAN GUIDANCE

Notes for Completion

Where an In-Scope Organisation has determined that the measure applies to the procurement, suppliers wishing to bid for that contract are required at the selection stage to submit a Carbon Reduction Plan which details their organisational carbon footprint and confirms their commitment to achieving Net Zero by 2050.

Carbon Reduction Plans are to be completed by the bidding supplier¹ and must meet the reporting requirements set out in supporting guidance, and include the supplier's current carbon footprint and its commitment to reducing emissions to achieve Net Zero emissions by 2050.

The CRP should be specific to the bidding entity, or, provided certain criteria are met, may cover the bidding entity and its parent organisation. In order to ensure the CRP remains relevant, a Carbon Reduction Plan covering the bidding entity and its parent organisation is only permissible where the detailed requirements of the CRP are met in full, as set out in the Technical Standard² and Guidance³, and all of the following criteria are met:

- The bidding entity is wholly owned by the parent;
- The commitment to achieving net zero by 2050 for UK operations is set out in the CRP for the parent and is supported and adopted by the bidding entity, demonstrated by the inclusion in the CRP of a statement that this will apply to the bidding entity;
- The environmental measures set out are stated to be able to be applied by the bidding entity when performing the relevant contract; and
- The CRP is published on the bidding entity's website.

Bidding entities must take steps to ensure they have their own CRP as soon as reasonably practicable and should note that the ability to rely on a parent organisation's Carbon Reduction Plan may only be a temporary measure under this selection criterion.

The Carbon Reduction Plan should be updated regularly (at least annually) and published and clearly signposted on the supplier's UK website. It should be approved by a director (or equivalent senior leadership) within the supplier's organisation to demonstrate a clear commitment to emissions reduction at the highest level. Suppliers may wish to adopt the key objectives of the Carbon Reduction Plan within their strategic plans.

A template for the Carbon Reduction Plan is set out below. Please complete and publish your Carbon Reduction Plan in accordance with the reporting standard published alongside this PPN.

¹Bidding supplier or 'bidding entity' means the organisation with whom the contracting authority will enter into a contract if it is successful.

²Technical Standard can be found at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/991625/PPN_0621_Technical_standard_for_the_Completion_of_Carbon_Reduction_Plans__2_.pdf

³Guidance can be found at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/991623/Guidance_on_adopting_and_applying_PPN_06_21__Selection_Criteria__3_.pdf

Carbon Reduction Plan

Supplier name: Shift Insight

Publication date: 14/02/2020

Commitment to achieving Net Zero

Shift Insight is a Net Zero emissions company.

Baseline Emissions Footprint

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.

Baseline Year: April 2019 – April 2020

2019 was the first-year targets were set to reduce emissions, although Shift has been offsetting Scope 1 and 2 emissions since 2017. Shift uses [CarbonFootprint.com](https://www.carbonfootprint.com) to calculate and offset emissions.

Baseline emissions include:

- Scope 1
- Scope 2
- Scope 3: business travel & employee commuting. Shift has no downstream transportation and distribution emissions. Shift is working on measuring waste generated in operations and upstream transportation and distribution by April 2022; as service-based SME these two categories are expected to produce a small percentage of Shift's scope 3 emissions.

Baseline year emissions: 63.33 tCO₂e

EMISSIONS	TOTAL (tCO₂e)
Scope 1	7.73
Scope 2	2.76
Scope 3 Business travel	52.84

Employee commuting	
Total Emissions	63.33 tCO ₂ e

Current Emissions Reporting

Reporting Year: April 2020 – April 2021	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	4.16
Scope 2	1.83
Scope 3 Business travel Employee commuting	2.7
Total Emissions	8.69 tCO ₂ e

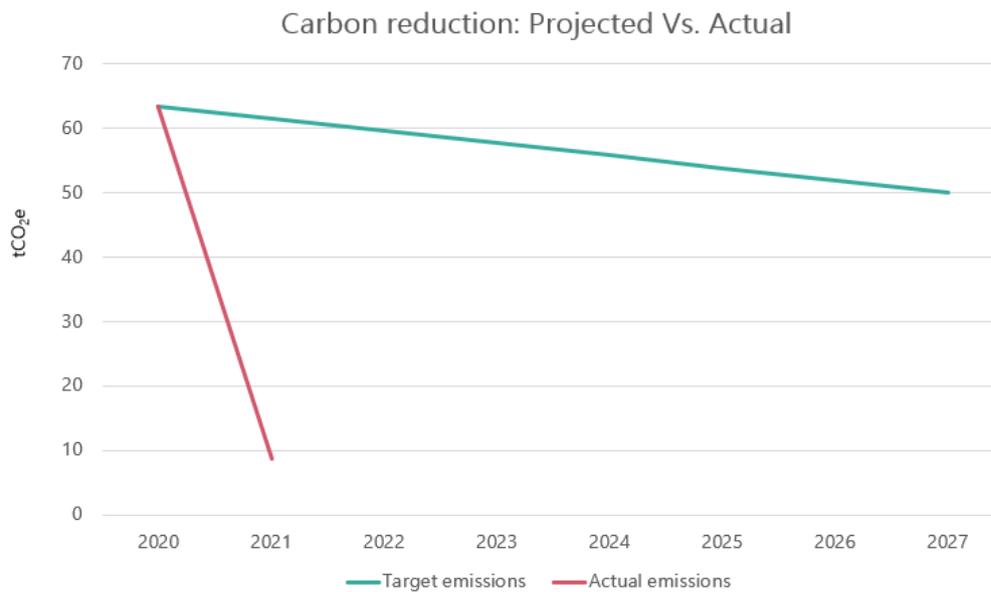
Emissions reduction targets

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

We project that carbon emissions will decrease over the next five years to 50 tCO₂e by 2027. Total emissions 2020-2021 were below the target, however this is because the COVID-19 pandemic shut down business operations and the office in that year.

Shift aims to produce near to zero emissions by 2050, with a 90% decrease from baseline emissions 5.284 tCO₂e.

Progress against these targets can be seen in the graph below:



Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2019-2020 baseline. Some projects were put on hold during 2020 due to the COVID-19 pandemic. Emissions were low between 2020-2021, mostly due to the reduction in business travel, however this isn't representative of business running as usual. Shift believes that the impact of management measures and projects during this period cannot be measured accurately. Therefore, Shift will be tracking the impact of specific carbon reduction initiatives from April 2022.

Completed carbon reduction projects:

- Moved to a 100% renewable energy company (Bulb), for the office electricity.
- Maintained the office recycling scheme to recycle paper, cardboard, plastic, glass, metal, and light-bulbs and use recycled paper.
- Developing robust and effective online methodologies during lockdown, which have been retained to reduce the need for transport, especially flights. This had a big impact on Shift's total greenhouse emissions – going from 53 metric tonnes of CO₂ to just 3.
- Moving to paper free processes in the office resulting in less use of the photocopier and printer.
- Joined the Market Research Society Net-Zero Pledge

In the future we hope to implement further measures such as:

- The purchase and installation of LED lights in the office.
- Implement continual training on reducing emissions whilst working from home in a hybrid model.
- Reduce the office size by moving office at the end of the lease.

- Set up an Environmental Management System to track progress more effectively, and to manage updating reduction targets.
- Include waste operations and upstream transportation in Scope 3 emission reporting by April 2022.

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 standard⁴ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting⁵.

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) Standard⁶.

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:



.....
Date: 15/2/2022

⁴<https://ghgprotocol.org/corporate-standard>

⁵<https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

⁶<https://ghgprotocol.org/standards/scope-3-standard>