

Carbon Reduction Plan

Supplier name: Shift Insight

Publication year: 2022-2023

Commitment to achieving Net Zero

Shift Insight is a Net Zero emissions company and offsets its Scope 1 and 2 emissions. However, we are still committed to trying to reduce our carbon emissions further.

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 that targets were set to reduce emissions, although Shift has been offsetting Scope 1 and 2 emissions since 2017. Shift uses CarbonFootprint.com to calculate and offset emissions. | |
| Baseline emissions include: <ul style="list-style-type: none">• Scope 1• Scope 2• Scope 3: Business travel and employee commuting | |
| Baseline year emissions: tCO₂e | |
| EMISSIONS | TOTAL (tCO ₂ e) |
| Scope 1 | 7.73 |
| Scope 2 | 2.76 |
| Scope 3 | 52.84 |
| Total Emissions | 63.33 tCO ₂ e |

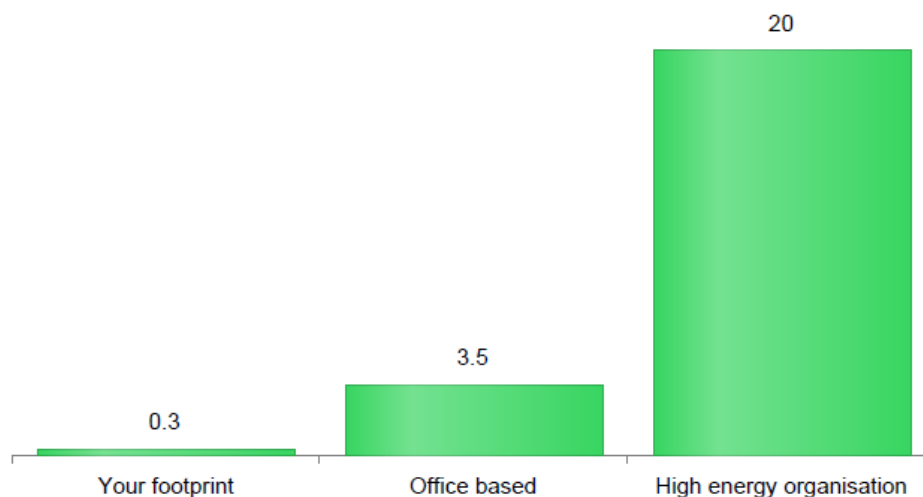
Current Emissions Reporting

| Reporting Year: April 2022-3 | |
|------------------------------|---|
| EMISSIONS | TOTAL (tCO ₂ e) |
| Scope 1 | 0.9 tCO ₂ e – all from gas heating of our previous office. |
| Scope 2 | All electricity supplied by Bulb on a green tariff, so this produces 0 tCO₂e . |
| Scope 3 | 5.4 tCO ₂ e, up from 3.64 tCO ₂ e the previous year, made up of... <ul style="list-style-type: none"> • Upstream and downstream transportation and distribution emissions – 0.* • Waste generated in operations – 0.** • Business travel and employee commuting – 2.4 tCO₂e, up from 0.14 tCO₂e, due to some of our team moving further from the office. • Homeworking – 3.0 tCO₂e, down from 3.5 tCO₂e, due to slightly less homeworking |
| Total Emissions | 6.3 tCO ₂ e, down from 6.38 tCO ₂ e the previous year. |

* We are a service-based business that does not sell or ship physical products.

** We are office-based with negligible emissions arising from waste generated.

Our carbon emissions per employee are well below averages even for other office-based organisations. (Data from [CarbonOffset.com](https://www.carbonoffset.com).)

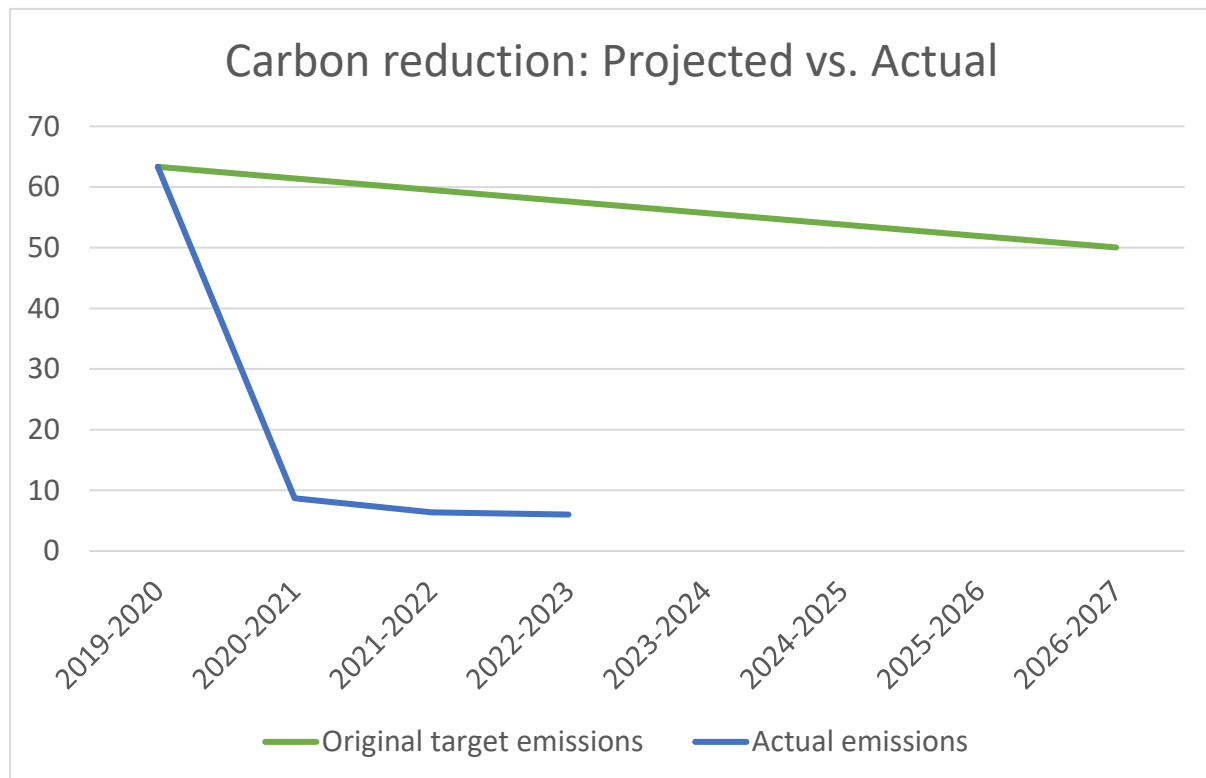


Emissions reduction targets

We originally projected that carbon emissions would decrease over the next five years to 50 tCO₂e by 2027. We aimed to produce near to zero emissions by 2050, with a 90% decrease from baseline emissions to 5.284 tCO₂e.

Total emissions since then have been well ahead of that target, firstly due to the COVID-19 pandemic, but also to changed business practices – with far more homeworking and next to no business travel, due to an emphasis on online methods. Our change of energy supplier has also had an impact, as has our new, more sustainable office space.

Due to our success in achieving our original targets, we have revised them for subsequent years to speed up our carbon reduction progress. Our revised target is to be at 3.5 tCO₂e by 2050, but to also take action to educate our sector – effectively becoming carbon negative in our impact.



Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2019-2020 baseline. Emissions were low between 2020-2021, mostly due to the reduction in business travel – however, our new ‘business running as usual’ is hugely efficient from a carbon perspective.

Completed carbon reduction projects:

- Maintained the office recycling scheme to recycle paper, cardboard, plastic, glass, metal and light-bulbs, and use recycled paper.
- Developed robust and effective online methodologies both for research and project management. This has had a big impact on Shift’s total greenhouse emissions.
- Continued to move to paper-free processes in the office, resulting in less use of the photocopier and printer.
- Joined the Market Research Society Net Zero Pledge.
- Developed training on reducing emissions while homeworking.
- Developed measurement of emissions from homeworking.
- Moved to a smaller, highly sustainable office with no scope 1 emissions and only 100% renewable energy.
- Further developed our team’s understanding around the potential for carbon reduction at home and at work, through their participation in our accredited Carbon Literacy Training. We developed this course ourselves for the insights sector, in collaboration with the Insight Carbon Collective and accredited by the Carbon Literacy Trust.
- Established procurement processes that include assessments of carbon emissions.
- Revised our current carbon reduction targets.
- Changed our travel policy – our new policy includes a number of carbon-reducing commitments, including a ban on short flights and a commitment to considering sustainability in methodological design.

Plans for the upcoming year

Rolling out our Carbon Literacy Training externally – It is our aim to be a carbon negative organisation. We intend to do this by rolling out our Carbon Literacy Training across the insights sector. We have a target of reaching four organisations: three 20-person SMEs and one company of 100 people. According to the WWF Footprint Calculator, the average annual footprint per person is 9.5 tonnes. Using this, the combined footprint per year at the organisational examples given above is 1,520 tCO₂e (9.5 tCO₂e x 160 people = 1,520 tCO₂e). The Carbon Literacy Trust estimates that on average each person who takes a Carbon Literacy course reduces their carbon footprint by 5%-15% – so we might hope to save **between 76 tCO₂e (5%) and 152 tCO₂e (15%) in the first year** by delivering this course. This impact would be augmented in following years, as people attending as individuals go on to develop their own courses at organisational level.

Investigating carbon neutral pensions – Over the next year, we will be informing our team that they are able to move their pensions within our People’s Pension workplace pension to an ESG option. We will also investigate our options for moving the pension itself to a fossil fuel-free option, with a view to moving it the following year.

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 standard¹ and uses the appropriate government emission conversion factors for greenhouse gas company reporting.²

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions has been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard.³

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:



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Date: 08/08/2023

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

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

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