

Carbon Reduction Plan

Supplier name: Focaldata Limited
Publication date: 7th February 2023.

Commitment to achieving Net Zero

Focaldata Limited is committed to achieving Net Zero emissions by 2026 with the aim of reducing our CO2 emissions where possible, and offsetting where not. We are a signatory member to the MRS Neto-Zero pledge which commits us to achieving net zero by the end of 2026 and to collaborating across the sector for the aim of decarbonisation. In recent years, we've set out to reduce our energy usage and waste, and have begun monitoring and reporting our annual carbon footprint. This publication of our Carbon Reduction Plan is the next step in our commitment towards helping create a sustainable future within the research industry.

Carbon emissions

Reporting Year: 2022 (reporting period, 1st Jan to 31st Dec 2022) Baseline emissions are noted in brackets next to the emissions of our current reporting year.	
Additional Details relating to the Baseline Emissions calculations.	
EMISSIONS	TOTAL 15.54 tCO₂e (compared to 16.87 tCO ₂ e in 2021)
Scope 1	0.11 (tCO₂e) (compared to 0.12 tCO ₂ e in 2021) Our Scope 1 emissions are made up of leaks (fugitive emissions) from our rented office space. As we are unable to measure leaks from our office builds, we have instead applied an estimate of 0.7% to reflect the fact that our offices are sealed spaces.
Scope 2	2.71 (tCO₂e) (compared to 2.97 tCO ₂ e in 2021) Our scope 2 emissions are made entirely of indirect emissions from the purchased electricity used to power our office lighting, appliances, and heating. Our office is managed by a landlord who accurately monitors our electricity usage. We have used the Compare Your Footprint calculator to accurately determine our Scope 2 carbon emissions based on our office electricity usage.

Scope 3	<p>12.72 (tCO₂e) (compared to 13.78 tCO₂e in 2021)</p> <p>Our scope 3 emissions make up the vast majority of our operational emissions. These mainly comprise of cloud hosting, operational office waste, and business travel emissions.</p> <p>Cloud hosting As a SAAS business, the majority of our carbon emissions naturally come from our cloud hosting. For this, we use Google Cloud which accurately estimates our annual carbon footprint.</p> <p>Operational office waste This consists of waste produced from our office building, including landfill and recycling. This waste is handled by our office landlord. We have calculated these emissions by inputting our total produced volume of waste into the Compare Your Footprint calculator.</p> <p>Business travel & employee commuting This concerns national travel to internal and external meetings from our employees. It consists of underground, bus and national rail service usage in the UK.</p> <p>By utilising a spend-based method, we have estimated the level of carbon emissions through the Compare Your Footprint calculator.</p> <p>Upstream/Downstream transportation and distribution As a SAAS business, the categories of upstream/downstream transportation and distribution do not apply to us.</p>
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Focaldata's Carbon reduction strategy

As a signatory member of the MRS's Net-Zero Pledge, Focaldata is committed to becoming net zero by 2026, and to promoting sustainability within the market research sector. Sustainability is a main pillar of our business strategy, and we publish our carbon emissions every year, helping us review and identify areas where we can reduce our footprint.

In the aim of becoming net-zero by the end of 2026, we have implemented a variety of policies. They include:

- **Employee training:** During induction, all employees undertake basic CSR training and are encouraged to promote ideas on how to reduce or offset Focaldata's carbon footprint. These include policies such as planting a tree for every new employee or prohibiting the usage of printed materials where unnecessary. We also allow employees to partake in volunteering and fundraising activities for the charities, causes and initiatives they support.
- **Cycle-to-work scheme:** We participate in the UK Government's cycle-to-work scheme, and provide bike storage for staff to use at our office. At present, almost 50% of our office-based employees cycle to work. We do not subsidise employee car parking.
- **Keeping waste to a minimum:** As well as promoting the recycling of waste where possible, we also provide employees with reusable water bottles, and donate any unneeded devices, furniture, etc. to local charitable organisations.
- **Digital working:** In order to reduce unnecessary emissions from commuting, we operate under a hybrid-working model. Employees are only required to commute into the office when strictly necessary for internal/external meetings that cannot be conducted online.
- **Operational efficiency:** As our cloud hosting usage makes up the majority of our carbon emissions, we recognise this as a priority area when looking for ways to reduce our footprint. We have committed to reducing cloud computing usage via code optimisation and refinement. With this approach, we reduced our total 2022 cloud hosting emissions by around 16% when compared to the year of 2021—despite a rapid expansion of our business operations.

Emissions reduction targets:

We have adopted the following emission reduction targets in order to guide our objective to become net zero by 2026. As a growing business, it is difficult for us to design a linear plan towards net zero. As a result, our targets will be updated on an annual basis to account for necessary adjustments in our reduction strategy.

Scope 1: Focaldata Given the limited opportunity for carbon reduction in this category, we plan on instead offsetting all emissions in this area by 2026.

Scope 2: By the end of 2024, we aim to reduce all Scope 2 emissions by 20%, after which we will assess effective ways of offsetting our remaining emissions by the end of 2026.

Scope 3: We are aiming at reducing our Scope 3 carbon emissions by 25% by the end of 2024, and 40% by the end of 2026. Afterwards, Focaldata is committed to offsetting all remaining Scope 3 emissions until we reach net zero by 2026.



Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standards 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 reporting².

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) Standard³.

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:

Justin Ibbett

Justin Ibbett
CEO, Focaldata Limited

Date: 7th February 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>