

Carbon Reduction Plan

Supplier name: Pier Marketing Limited

Publication date: 26/06/24

Commitment to achieving Net Zero

Pier Marketing Limited is committed to achieving Net Zero emissions by 2050.

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: 2022	
Additional Details relating to the Baseline Emissions calculations.	
n/a	
Baseline year emissions: 2022	
EMISSIONS	TOTAL (kgCO₂e)
Scope 1 (Included Sources)	2,923.2 Refrigerant and other (R410A) 2,923.20
Scope 2 (Included Sources)	117.79 UK Electricity 117.79

Scope 3 (Included Sources)	2,582.24 Upstream transportation & distribution: 0.0* Waste generated in operations: 0.0** Business travel 738.47*** Employee commuting 1,843.77 Downstream transportation & distribution: 0.0* *This is a serviced-based business with no physical products being transported ** This is an office-based business with no formal waste monitoring and negligible emissions *** This figure is for business travel in employees own vehicles and excludes public transport (e.g. trains, buses, taxis, black cabs)
Total Emissions	5623.25 kgCO₂e / 5.62 tCO₂e

Current Emissions Reporting

Reporting Year: 2023	
EMISSIONS	TOTAL (kgCO ₂ e)
Scope 1 (Included Sources)	3,069.13 Refrigerant and other (R410A) 2,693.60 Passenger vehicles* 375.53 (*includes vehicles owned & operated by Pier. Does not include personal/domestic use)
Scope 2 (Included Sources)	103.68 UK Electricity 103.68
Scope 3 (Included Sources)	5,862.39 4. Upstream transportation & distribution: 0.0** 5. Waste generated in operations: 0.0*** 6. Business travel 311.73 **** 7. Employee commuting 1662.44 Homeworking 3888.22 9. Downstream transportation & distribution: 0.0*

	<p>**This is a serviced-based business with no physical products being transported</p> <p>*** This is an office-based business with no formal waste monitoring and negligible emissions</p> <p>**** This figure is for business travel in employees own vehicles and excludes public transport (e.g. air, trains, buses, taxis, black cabs)</p>
Total Emissions	9,035.20 kgCO₂e / 9.04 tCO₂e

Emissions reduction targets

Pier Marketing Limited is committed to achieving Net Zero emissions by 2050. In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets:

Progress on 2023 targets:

Target	Progress
Reduce our emissions per hybrid worker by 5% per person per hour	<p>Across all of the emissions types reported in both the baseline year (2022) and 2023, a year-on-year reduction was seen:</p> <p>Scope 1: Refrigerant and other (R410A): 7.85% reduction Scope 2: UK Electricity: 11.98% reduction Scope 3: Employee commuting: 9.83% reduction Scope 3: Business travel: 57.79% reduction</p> <p>Our overall emission figures have risen because of the introduction of additional scope 1 (passenger vehicles) and scope 3 (employee homeworking) emissions categories into our 2023 reporting. Our total emissions are therefore up by 60% and our per person emissions by 36%, year-on-year from 2022 to 2023.</p> <p>Per person, per hour reporting was not possible with the data we had, so any future reduction targets will be adjusted to an overall/absolute reduction target.</p>
Record and include the following additional scope 3 information in our 2023 Carbon Reduction Report: Employee teleworking	Target met

2024 targets:

Pier Marketing Limited is committed to achieving Net Zero emissions by 2050. In order to realistically identify areas for reduction, it is necessary for us to record and report a wider number of emissions categories. Therefore, our targets for our 2024 reporting year are:

Record and include the following additional scope 2 category in our 2024 Carbon Reduction Report:

- UK Electricity for EV's (owned & controlled by Pier)

Record and include the following additional scope 3 categories in our 2024 Carbon Reduction Report:

- Business travel from public transport: air, trains, buses, taxis, black cabs
- Hotel stays
- UK electricity Transmission & Distribution for EV's (owned & controlled by Pier)

Longer term targets:

Achieve a recognised environmental certification

Use carbon offsetting only when we have reduced our emissions as far as possible

Pier Marketing Limited is committed to achieving Net Zero emissions by 2050

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2022 baseline. The carbon emission reduction achieved by these schemes against the baseline year is outlined below and the measures will be in effect when performing the contract

UK electricity:

Our Ipswich head office (leased from IWG Group) is powered by 100% renewable electricity sourced by Engie. IWG is committed to 100% renewable electricity by 2030 across its portfolio globally and are also proudly a member of the RE100 initiative <https://www.there100.org/re100-members>.

Additionally, since 2022, we have worked with IWG centre management to put in place waste reduction methods (namely the ability to recycle dry mixed recycling, soft plastics, and batteries) and use the following energy conservation / efficiency measures:

- Equipment: Energy Star appliances, automatic sleep modes, after-hour timers, etc.
- Lighting: natural light, CF bulbs, occupancy sensors, daylight dimmers, task lighting, etc.
- Cleaner transport: electric chargers in car park in addition to existing bike storage on site

In 2023, Signage was introduced in our head office educating staff to properly power off devices and not leave on standby when leaving the office. Signage was also introduced educating staff to switch off the heater, lights and air conditioning unit when not needed and before office is locked up.

This led to a 11.98% decrease in our UK electricity emissions and a 7.85% decrease in our emissions from Refrigerant and other (R410A) against the baseline year.

Employees are encouraged to use/subsidised for use of public transportation and carpooling, and are encouraged to use virtual meeting technology to reduce in person meetings.

This led to a 9.83% decrease in emissions from employee commuting against the baseline year and a 57.79% decrease in emissions from business travel against the baseline year.

We have also invested in a one hybrid and one electric company fleet vehicle.

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

- Offsetting of unavoidable emissions
- Offering Railcards as a staff benefit to further incentivise rail travel
- Reduce air travel for remote workers by allowing plenty of time for travel, allowing travel by train instead. Overnight accommodation where necessary to achieve this

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 standard¹³ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting¹⁴.

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) Standard¹⁵.

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



Amy Bendall, Managing Director

Date: 26/06/24

¹³ <https://ghgprotocol.org/corporate-standard>

¹⁴ <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

¹⁵ <https://ghgprotocol.org/standards/scope-3-standard>