

Carbon Reduction Plan

Supplier name: Engine Group Limited, Engine Partners UK LLP and Engine People Limited, company number 05015446

Publication date: 07/09/21

*References to Engine incorporate Engine Group Limited, Engine Partners UK LLP and Engine People Limited

Commitment to achieving Net Zero

Engine is committed to achieving science-based Net Zero emissions by 2050:

- In line with the UK government goal of reaching Net Zero by 2050.
- Net zero target is reduction of **direct and indirect emissions**.

Baseline Emissions Footprint

Baseline Year: 2019	
Details relating to the Baseline Emissions calculations.	
<i>Our emissions calculations are performed according to the GHG Protocol Corporate Accounting and Reporting Standard and the GHG Protocol Corporate Value Chain (Scope 3) Standard.</i>	
Baseline year emissions:	
EMISSIONS	TOTAL (tCO₂e)
Scope 1 direct emissions from natural gas and fugitive losses	120
Scope 2 indirect emissions from purchased electricity	Location Based: 503 Market Based: 0
Scope 3 indirect emissions from business travel, waste, water consumption, paper purchases	722
Total Emissions (location based)	1,395
Total Emissions (market based)	773

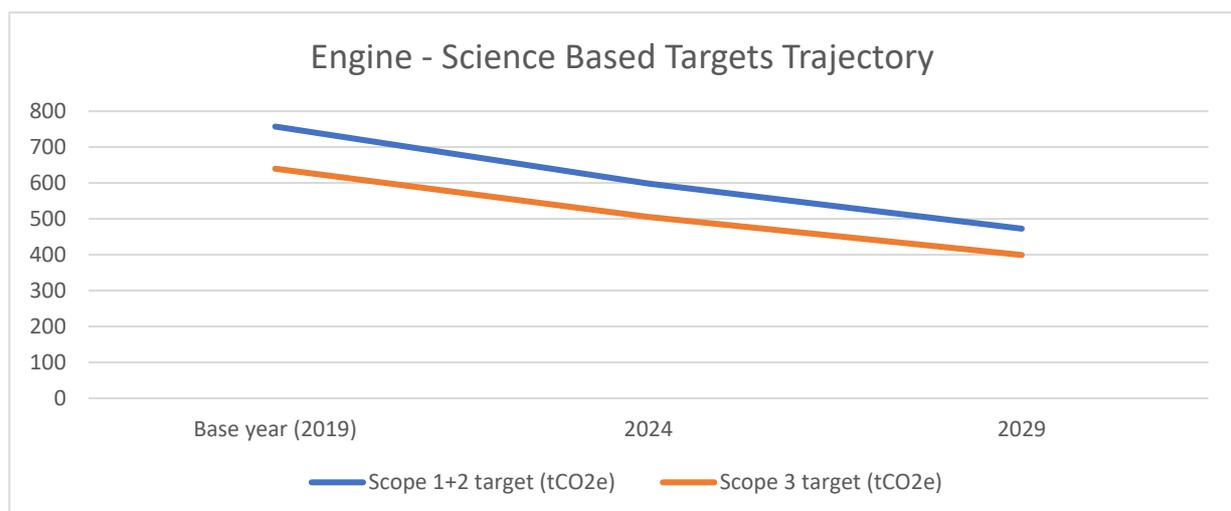
Current Emissions Reporting

Reporting Year: 2020	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	85
Scope 2	Location Based: 249 Market Based: 5
Scope 3 Sources: business travel, waste, water consumption, paper purchases	Location Based: 149 Market Based: 91
Total Emissions	Location Based: 482 Market Based: 181

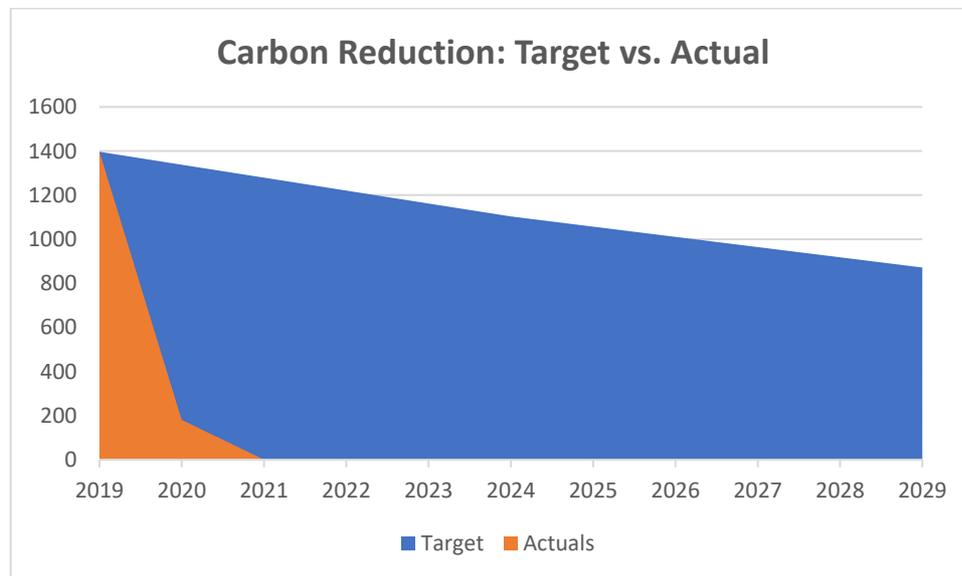
Emissions Reduction Targets

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

We set our science-based targets in 2019 (base line year) using the absolute contraction approach which requires a 21% reduction by our target date of 2024 and a 42% reduction on the base line by 2029. This translates to total absolute emissions of 1103 tCO₂e by 2024 and 873 tCO₂e by 2029.



In 2020 we reduced our emissions to the much lower figure of 482 tCO₂e (location-based) or 181 tCO₂e (market-based), in part due to COVID restricting office opening times and business flights. We will continue to monitor year on year to track the changes implemented and the success of our reduction strategies. 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 baseline. The carbon emission reduction achieved by these schemes equate to 1,216 tCO₂e (market-based), an 87% reduction against the 2019 baseline and the measures will be in effect when performing the contract. However, it is important to note that these reductions have been in part down to COVID 19 restricting travel and meaning staff have been working from home. Lessons will be taken forward ensuring carbon emissions remain low while adopting hybrid models of working in the future.

Driven by our ISO14001 certified Environmental Management System (EMS), we continually work to manage and mitigate the environmental impact of our operations and supply chain in terms of harmful greenhouse gas generation and contribution to biodiversity loss. We have implemented several strategies to improve our energy efficiency, reduce waste to landfill, improve our consumption of resources and shift the way we work to reduce travel. We actively monitor and reduce CO₂ emissions; our electricity at our Great Portland Street site is 100% renewable; we use technology advances to help further reduce our energy; we actively recycle; we have implemented further strategies through technology, improved facilities and working models to help minimise the need to use public transport; and we have a Supplier Policy and Supplier Code of Conduct which clearly sets out our values and expectations against a set of principles which includes protecting and respecting the environment. Our carbon footprint is calculated annually and we set goals and targets to reduce this year on year.

Furthermore, we have an established Climate Action Group led by our Head of Sustainability with representation from across the business. The Group is focused on three overarching areas - actively reviewing our business operations to ensure we are continually monitoring and eliminating where possible any contributing factors to our carbon footprint; establishing more sustainable work processes with and for our clients; and looking at how we can use our positive position as a business with clients and through active engagement with the industry to influence behaviour and bring about positive change.

Engine is an official supporter of Ad Net Zero, the UK advertising industry's initiative to help UK advertising respond to the climate crises caused by CO2 emissions and which is headed by the Advertising Association. We are fully engaged with AdGreen on establishing sustainable productions, AdGreen was set up to empower the advertising industry to reduce production related emissions and move to zero carbon/zero waste. In addition, we have representation from Engine on both the Ad Net Zero Steering Group and Ad Net Zero Working Action Group 01 focused on tracking, analysing and assisting the continued reduction of carbon emissions from business operations.

From September 2021, Engine will be factoring in sustainability criteria when choosing production partners and suppliers. We will be using AdGreen's Carbon Calculator across all our productions. This bespoke tool enables advertising agencies and production companies to collaboratively log their production activities and see where practical changes can be made in order to reduce a production's carbon footprint.

Planned Carbon Reduction Initiatives

In the next year we will implement further measures such as:

- Include more scope 3 in our carbon footprint including
 - commuting
 - working from home emissions
 - upstream emissions associated with production – using Ad Green tool
 - digital footprint – web and cloud hosting and use of websites
- Implement our supplier code of conduct, ensuring the sustainability of our supply chain, reducing environmental impacts where possible
- Strive to get our science-based targets officially validated through the Science Based Targets initiative, with investigation into further scope 3 categories
- Investigate switching to green pensions funds, recognising the harm potential of financed emissions
- Energy audit to identify efficiency of building and any possible opportunities for improvement
- Continue to achieve ISO 14001 excellence and official certification.

Declaration and Sign Off

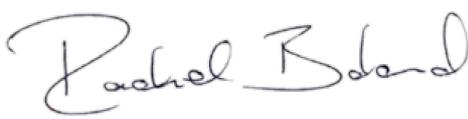
This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol Corporate Standard⁷ and uses the appropriate government emission conversion factors for greenhouse gas company reporting⁸.

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) Standard⁹.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors.

Signed on behalf of Engine Group Ltd, Engine Partners UK LLP & Engine People Ltd:

Name	Rachel Boland
Position	Head of Sustainability, Engine UK
Signature	
Date	28 th September 2021

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

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

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