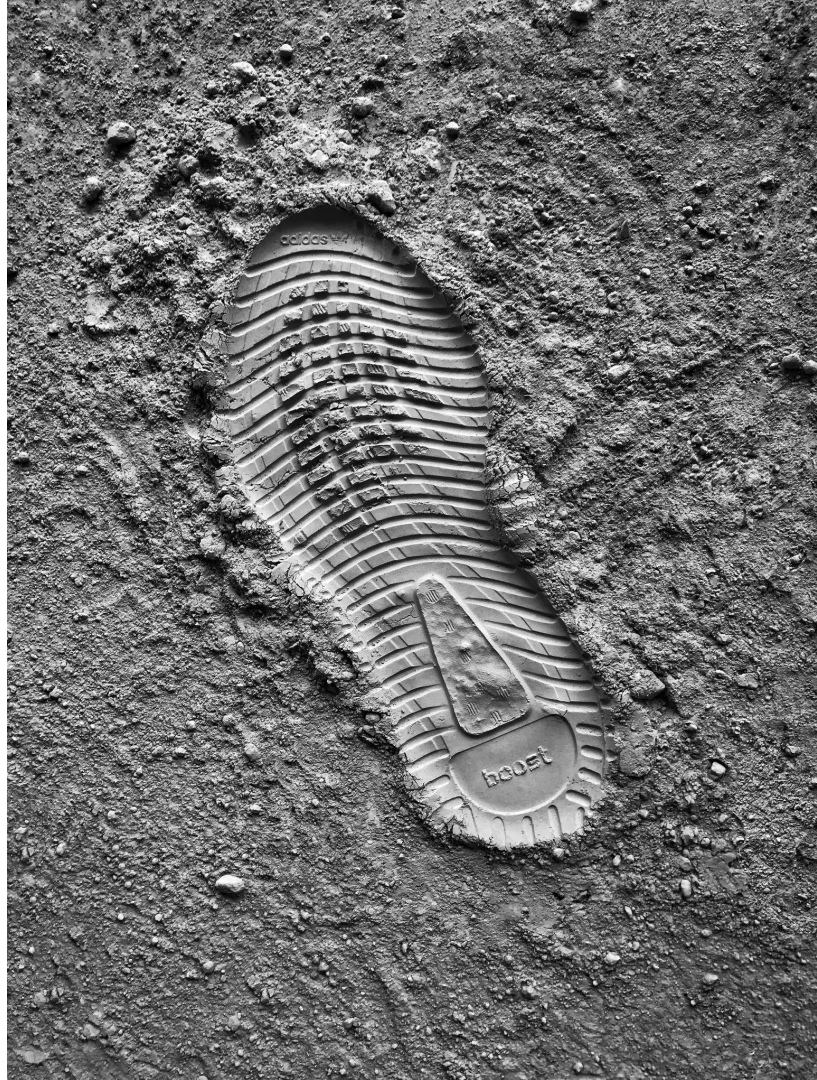




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ABOUT

Avery & Brown is an award-winning B Corp certified sustainable marketing agency for the built environment sector. Through the provision of tailored marketing, creative and sustainability communications services supported by knowledgeable insights, the organisation seeks to advance the sustainability of the built environment.

To this end, Avery & Brown recognises the importance of calculating and understanding its own organisational carbon footprint. Avery & Brown has calculated greenhouse gas (GHG) emissions in accordance with the GHG Protocol Corporate Accounting and Reporting Standard.



HEADLINE FIGURES

TOTAL CARBON FOOTPRINT 2023 (tCO₂e)

TOTAL CARBON FOOTPRINT: 15.84 tCO₂e

REPORTING PERIOD: 01/01/2023-01/12/2023

METHODOLOGY: Location-based

CATEGORIES MEASURED:

- Scope 1: Company facilities,
- Scope 1: Company vehicles,
- Scope 2: Purchased electricity,
- Scope 3: Waste,
- Scope 3: Employee commutes,
- Scope 3: Business travel,
- Scope 3: Purchased goods and services

INTENSITY METRIC (per employee): 3.22 tCO₂e (28% lower than comparable companies)

STAFF NUMBER: 5

In 2023 Avery & Brown expanded their organisational boundary to include emissions as a result of employee commutes and purchased goods and services. As a result we have a greater understanding of the organisation's emissions sources, and are confidently measuring >95% of emissions for which Avery & Brown is responsible.

Most significantly, a greater understanding of emissions sources means Avery & Brown can make more targeted, and impactful, reduction strategies and initiatives.



0.54 Scope 1

0.08 Scope 2

15.21 Scope 3

BREAKDOWN BY CATEGORY

In the 2023 reporting period Avery & Brown's greatest emissions source was Scope 3, Category 1: Purchased Goods & Services which accounted for 67% of the overall footprint. In calculating this category for the first time in 2023, Avery & Brown has increased its understanding of the emissions for which the business is responsible and can devise more impactful reduction strategies as a result.

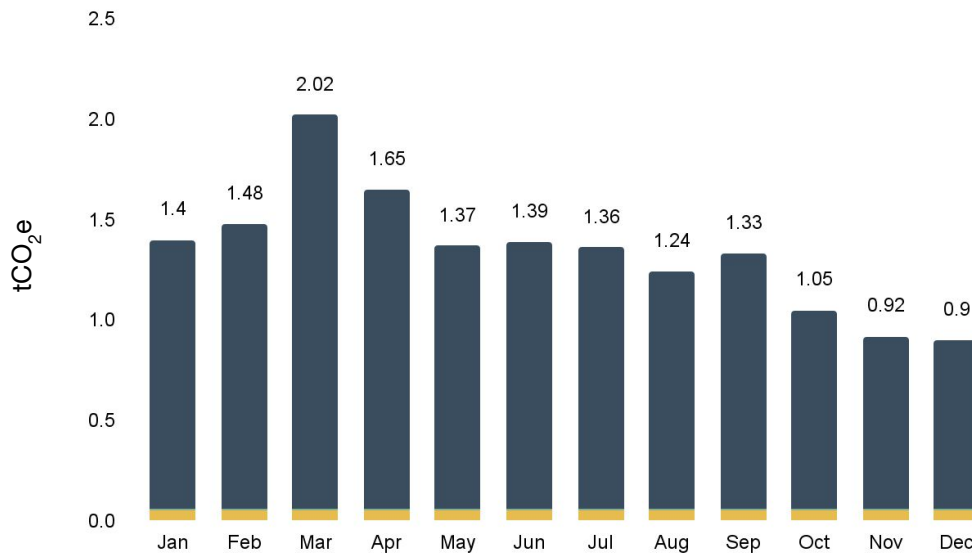
Travel related emissions constituted the second and third most significant sources, with business travel and employee commuting contributing 18% and 10% of the overall footprint, respectively.

Scope	As %	Category	2023
Scope 1	3%	Gas	0.54
	3%		0.54
Scope 2	-	Market-based	0
	<1%	Location-based	0.08
	<1%		0.08
Scope 3	67%	Purchased Goods & Services	10.61
		Capital Goods	0
		Fuel and energy-related activities	0
		Upstream T&D	0
	<1%	Waste	0.02
	18%	Business Travel	2.93
	10%	Employee commuting	1.66
		Upstream leased assets	0
		Downstream T&D	0
		Processing of sold products	0
		Use of sold products	0
		End-of-life treatment of sold products	0
		Downstream leased assets	0
		Franchises	0
		Investments	0
	96%		15.21
	100%	Total (location-based)	15.84

BREAKDOWN BY MONTH

Avery & Brown's 2023 monthly breakdown of emissions is typical for a business operating in the professional services sector. With the majority of emissions derived from purchased goods and services, we see less emissions associated with months that generally incur business downturn (November, December).

Conversely, months in Q1 and Q2 have a greater emissions output, aligned with the changing tax year.

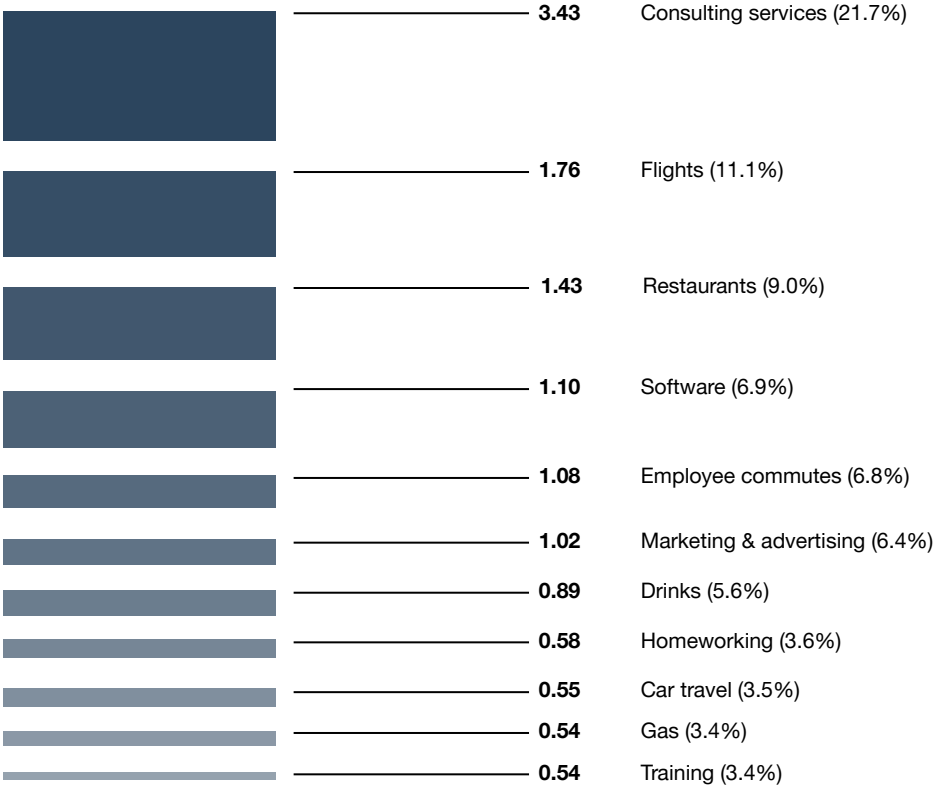


EMISSIONS HOTSPOTS

The top 80% of Avery & Brown’s 2023 emissions were largely associated with purchased goods and services. Of these, the procurement of consulting services contributed most significantly, at 3.43 tCO₂e. Null Co was Avery & Brown’s most significant supplier in 2023, responsible for 1.1 tonnes, or 7% of overall organisational emissions.

Travel, including for business and commuting, amounted to 4.01 tCO₂e. Identifying emissions hotspots allows one to assess where the most impactful opportunities for carbon reduction lie and allocate resources appropriately as a result.

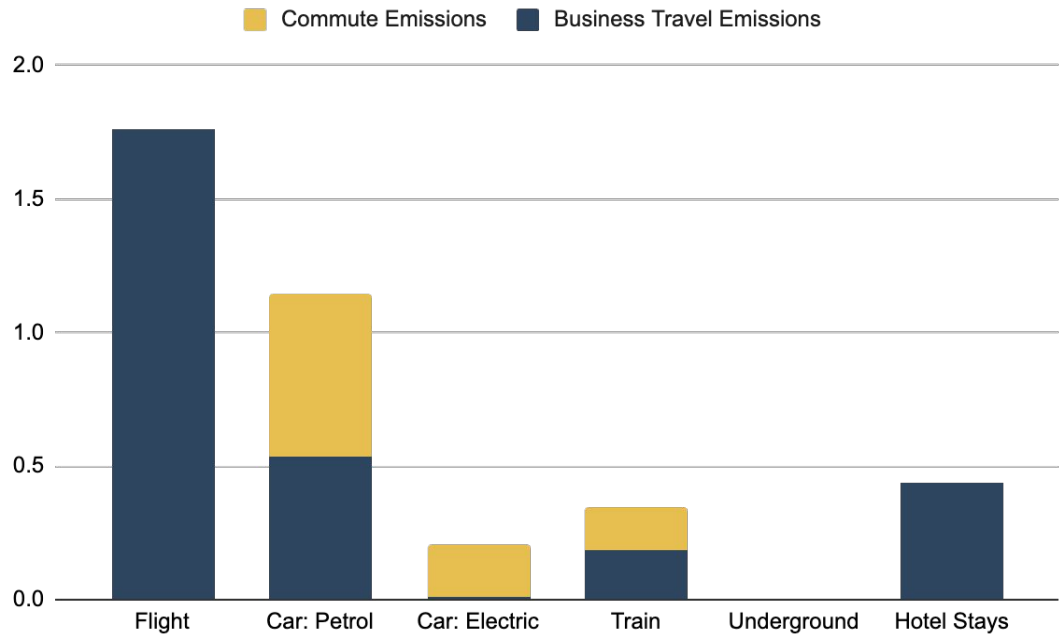
EMISSIONS HOTSPOTS BY CATEGORY 2023 (tCO₂e)



TRAVEL BREAKDOWN

	Business Travel Emissions (tCO ₂ e)	Commute Emissions (tCO ₂ e)*
Flight	1.759	0
Car: Petrol	0.532	0.616
Car: Electric	0.014	0.192
Train	0.183	0.162
Underground	0.004	0
Hotel Stays	0.434	-
Total	2.93	0.97

**Not including homeworking*



SUMMARY

Avery & Brown's 2023 carbon footprint report is the organisation's most complete yet, with the scope of reported emissions expanding to include purchased goods & services and employee commutes.

Having identified and measured the most significant emissions hotspots for the business, Avery & Brown is now well positioned to develop targeted reduction strategies to reduce the organisation's impact. This would bring Avery & Brown in line with industry leaders and reflect the culmination of years of environmental stewardship through measuring the organisation's own emissions while seeking to advance sustainability in the built environment.

With the supply chain the greatest source of emissions for the business, we recommend embarking on a supplier assessment to increase the accuracy of reported emissions while identifying risks and opportunities to the overall carbon footprint. Addressing this hotspot would provide Avery & Brown with the confidence to set ambitious, yet realistic, carbon reduction targets with the ultimate aim of making Avery & Brown a net-zero business.



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