

SUSTAINABILITY PROGRESS REPORT

2022–2023 & 2023–2024



LONDON
& PARTNERS

Process

This report has been developed in accordance with the climate disclosure framework for small and medium-sized enterprises, created by Carbon Disclosure Project (CDP) for the SME Climate Hub.

Our report is structured as follows:

Measure – reporting on the emissions for our baseline year (2019-2020) and comparing this to our most recent evaluation of our 2022-2023 and 2023-2024 carbon footprint. This chapter also includes a breakdown of our energy and value chain emissions.

Commit – an outline of the commitments we have made as an organisation, where we currently are in our carbon reduction planning and adjusting expectations.

Action and impact – setting out the initial areas of focus for our reduction plan, alongside an overview of specific initiatives and expected carbon savings.

Management and resilience – an overview of our management structure for sustainability and risk management processes.

Climate solutions – an introduction of our wider sustainability strategy and what we do to influence our client and stakeholder communities.



Introduction

Sustainability is a core part of our organisation's mission, which is to create economic growth that is resilient, sustainable and inclusive.

We have made a pledge to Race to Zero via the SME Climate Hub and have committed to measuring and reporting on our carbon footprint annually, and to developing initiatives and introducing policies with the goal of reducing our carbon footprint long-term.

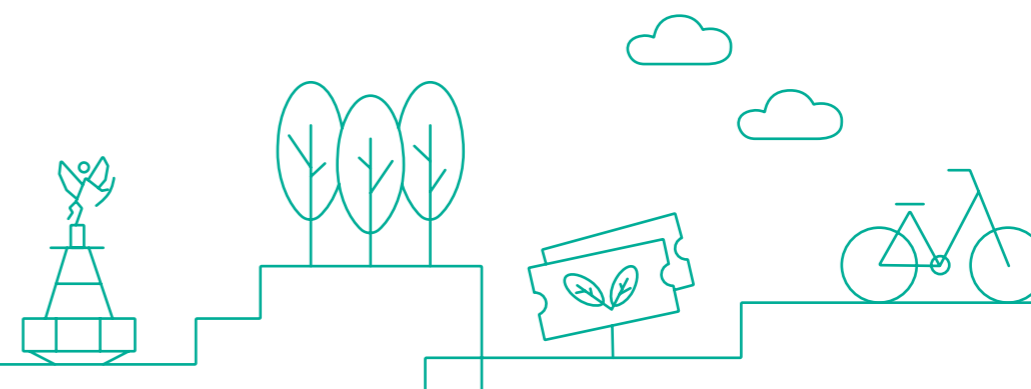
On our race to net zero, we aim to lead by example and embed sustainable business practices across our organisation.

We are in the early stages of this journey and this is our second carbon footprint report, covering the data for our baseline year (1 April 2019-31 March 2020) alongside our last two financial years (1 April 2022-31 March 2023 and 1 April 2023-31 March 2024). We adopted 2019-2020 as our baseline year, as it was a more representative year for our organisation than the two following ones, where business-as-usual was heavily impacted by the effects of the global pandemic.

Between the baseline year and the most recent reporting period, we have seen significant growth in headcount and activity, which has also allowed us to grow the positive impact we have on the London economy and Londoners.

As a growing organisation, we naturally expect our footprint to increase, however it is important to note that we have pivoted to encompass the social aspect of sustainability. For example, in 2023, we launched Grow London Local, which matches small businesses in London to the support they need, with a focus on inclusion.

Although we anticipate a rise in our absolute carbon footprint as the business grows, we are dedicated to sustainability and improving our business practices, so we will continue working towards creating a strategy to separate our growth from its environmental impact.



Measure

We have adopted financial year 2019-2020 (1 April 2019-31 March 2020) as our baseline year, as it was pre-pandemic, when the organisation was running at a more comparable speed to 2022-2023 and 2023-2024.

We have chosen to measure scopes 1, 2 and 3 using the Climate Essentials carbon calculator (licensed by Climax Community) to calculate our carbon footprint. This calculator follows the Greenhouse Gas Protocol standards.

In Appendix 1, we provide an overview of the methodology and approach we have taken to collate and measure the emissions data for both years, including where we have used estimates or assumptions.



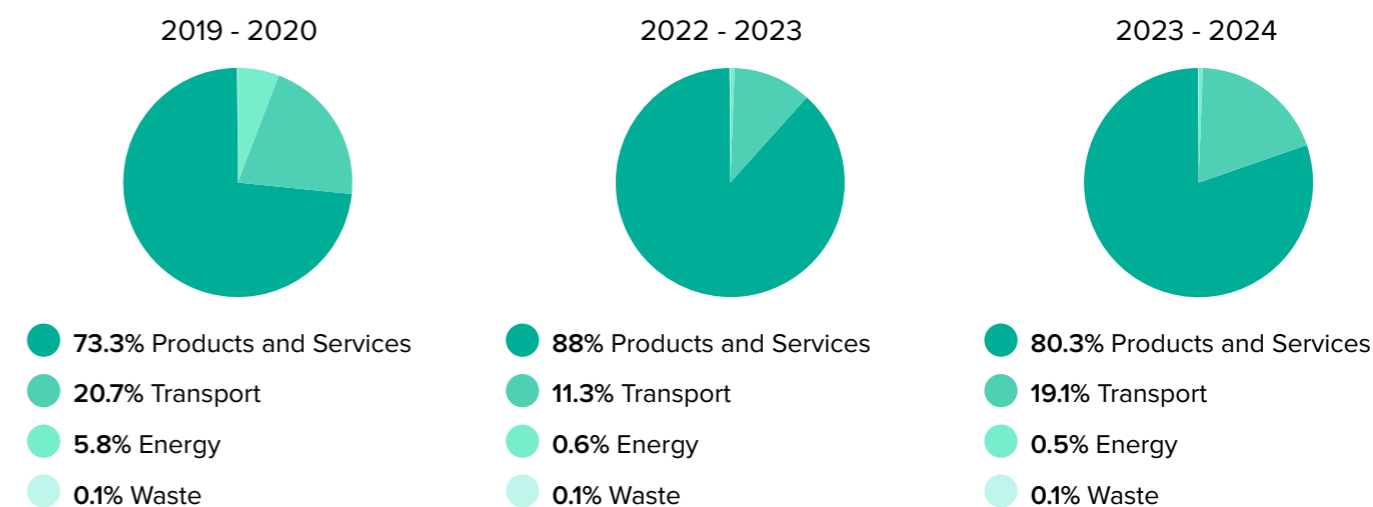
Carbon Footprint

The below table and subsequent graphs provide a high-level overview of our carbon footprint for 2019-2020 (our baseline) compared to 2022-2023 and 2023-2024.

	1 April 2019 – 31 March 2020	1 April 2022 – 31 March 2023	1 April 2023 – 31 March 2024
Overall carbon footprint	1,905,919 kg CO2e	2,028,516 kg CO2e	2,000,578 kg CO2e
Scope 1 emissions	3,956 kg CO2e	6,254 kg CO2e	4,418 kg CO2e
Scope 2 emissions	96,075 kg CO2e	5,837 kg CO2e	5,818 kg CO2e
Scope 3 emissions	1,805,888 kg CO2e	2,016,425 kg CO2e	1,990,342 kg CO2e
Carbon/employee	10,031 kg CO2e/FTE (190 FTE)	10,565 kg CO2e/FTE (192 FTE)	9,262 kg CO2e/FTE (216 FTE)
Carbon/revenue	0.0726 kg CO2e/£	0.0696 kg CO2e/£	0.0683 kg CO2e/£

As a growing organisation with a rising headcount, our footprint has increased compared to pre-pandemic operations in 2019-2020. However, when comparing 2019-2020 to 2023-2024, we found that 1) **our carbon footprint per head has fallen by 8%** and 2) **our carbon footprint for every pound we spent has decreased by 6%**.

Emissions by category:



We believe our experience is similar to that of many other SMEs starting this journey. Gathering data has been difficult, as we have had to depend on detailed data to calculate our carbon footprint. As outlined above, we aim to implement and enhance new reporting tools, incorporating automation wherever possible, to improve the accuracy and efficiency of our data collection process. These include 1) new reporting tools, 2) finance system transformation and 3) improved expense systems to capture form of transport and distance. We anticipate these efforts will positively impact data accuracy from 2024-2025 onward.

Energy Data

Our energy consumption data are as follows:

	2019 – 2020	2022 – 2023	2023 – 2024
Grid gas	3,956kg CO2e	6,254 kg CO2e	4,418 kg CO2e
Electricity	96,075kg CO2e	5,837 kg CO2e	5,818 kg CO2e
Transmission and losses	8,157kg CO2e	534 kg CO2e	503 kg CO2e

We have made considerable savings in electricity and our transmission and losses after moving towards 100% renewable energy (REGO certified). Using Climate Essentials, renewable energy is the equivalent of saving 75.4% carbon emissions, so by applying this discount to our total electricity usage, our emissions have fallen by more than 90% from 2019-2020 to 2022-2023 and 2023-2024.

Value chain emission data

Our scope 3 emission data are as follows:

Supply Chain related emN/a	2019 – 2020	2022 – 2023	2023 – 2024
Purchased goods and services (inc. water use, employee F&B and accommodation)	677,649 kg CO2e Events (calculated separately): 680,620 kg CO2e	1,472,726 kg CO2e Events (calculated separately): 317,847 kg CO2e	1,113,944 kg CO2e Events (calculated separately): 491,960 kg CO2e
Capital goods	N/A	N/A	N/A
Fuel-and-energy-related activities (not included in operational emissions)	N/A	N/A	N/A
Upstream transportation and distribution	minimal – some transportation of goods captured under services		
Waste generated in operations	1,756 kg CO2e	1,504 kg CO2e	1,735 kg CO2e
Business travel	260,965 kg CO2e	120,232 kg CO2e	269,544 kg CO2e
Employee commuting	118,390 kg CO2e WFH emissions: 58,531 kg CO2e	103,582 kg CO2e WFH emissions: 156,972 kg CO2e	104,580 kg CO2e WFH emissions: 179,403 kg CO2e
Upstream leased assets	N/A	N/A	N/A

Customer related emissions (downstream):	2019 – 2020	2022 – 2023	2023 – 2024
Downstream transportation and distribution	N/A	N/A	N/A
Processing of sold products	N/A	N/A	N/A
Use of sold products	N/A	N/A	N/A
Downstream leased assets:	N/A	N/A	N/A
Franchises	N/A	N/A	N/A
Investments	N/A	N/A	N/A

We have seen material changes in working patterns and commuting patterns. Commuting carbon reductions compared to 2019-2020 have arisen as a direct consequence of reduced days in the office but also an active promotion by London & Partners to cycle and walk to work. Working-from-home emissions have increased as a direct consequence of changes to hybrid working patterns and an increase in headcount.



Commit

London & Partners made a formal pledge to Race to Zero via the SME Climate Hub in October 2021. Our targets are Race to Zero-aligned and we have committed to:

- Halve our emissions by 2030.
- Become net zero by 2050.

As our scope 3 emissions are material to our business, we have opted to include and report on these.

From our initial baseline, we have identified the following as our largest areas of emissions (exceeding 100 tonnes):

1. Purchased goods and services
2. Events
3. Business travel
4. Commuting

We have set out an emerging plan of carbon reduction initiatives below. As outlined above, we have rapidly grown as an organisation in the past few years, and alongside recovering from the pandemic, we have been travelling significantly more to ensure London is always considered as a future home for businesses and a holiday destination for tourists.

London & Partners is still in the early stages of carbon reduction planning, but, wherever possible, we have mentioned savings achieved through policy changes established internally, as well as specific carbon reduction targets for areas we can improve on in the future.

Action and Impact

In the first few years of our carbon reduction strategy, taking us up to 2025, we will focus on identifying and implementing savings within our existing business model.

As we go through a new phase of growth, we will make sustainability a key consideration in that process to ensure our new business and operational models are aligned with our net zero target.



Purchased goods and services

The carbon footprint for products and services accounted for 677,749 kg CO₂e in our baseline, representing approximately 36% of our baseline footprint. This has significantly increased post-pandemic, rising to more than a thousand tonnes in 2022-2023 and 2023-2024, contributing to 73% and 56% of our footprint in both years respectively.

Most of our emissions in 2022-2023 and 2023-2024 are associated with publishing and marketing services, computer programming and IT services and professional contractors, so those are the key areas we are focusing on for carbon reduction initiatives.

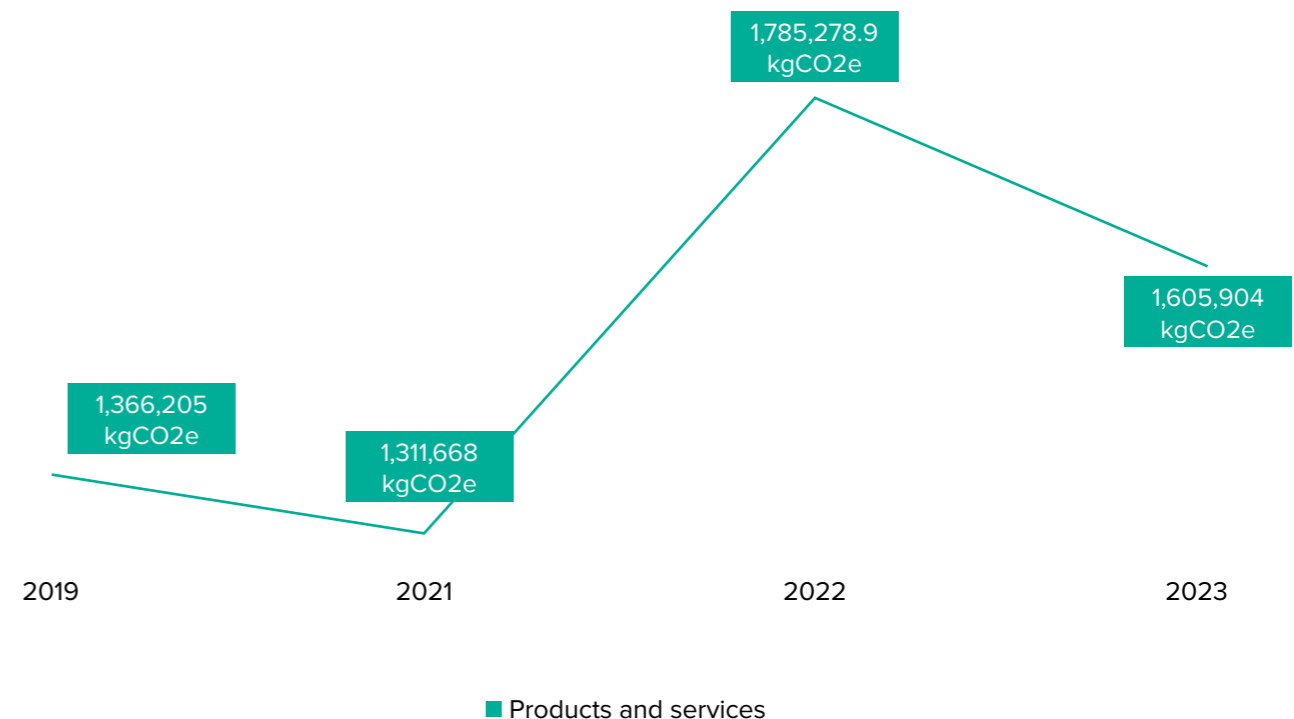
The increase in our purchased goods and services emissions in 2022-2023, compared to 2019-2020 and 2023-2024, was largely as a result of our major tourism campaign – Let's Do London.

In 2022-2023, the campaign targeted USA, France, Germany and UK domestic visitors, encouraging more than half a million tourists (585,000) to visit the capital and generating an additional £289m in tourism spend for London.

In 2023-2024, it focused on targeting only French and German tourists, generating £162m in additional tourism spend and encouraging 308,000 French and German tourists to visit London. As the campaign was smaller, it required less publishing and marketing spend, thus reducing our footprint.

Sustainability requirements and commitments have grown substantially in recent years, driven by the increasing urgency of climate action, changing consumer preferences and tighter regulations. New industry trends have emerged that could benefit the work we do at London & Partners, such as the rise in video content quality and the development of AI, however these may lead to a surge in carbon emissions.

Moving forward, we will continue to consider the impact of these campaigns on our carbon footprint, and weigh this up with the spend-benefit we generate for London. We will need to carefully consider choices and related trade-offs holistically in terms of our engagement, brand and impact.



Our initiatives

What we have implemented:

Services

- Recycling of electronic equipment – this is something we have been doing as a company and will continue to implement. We will work with our partners to quantify the carbon savings from this.
- Three of our websites have been certified as eco-friendly by the Eco-Friendly Website Accreditation since 2021 (and until 2025). Our supplier is Microsoft and through them we are utilising infrastructure which has sustainability by design ([2024 Environmental Sustainability Report | Microsoft CSR](#)).
- Doorway digital business cards have been introduced for most client and partner-facing staff, reducing the need for printed cards.

Staff engagement

- The Sustainability Champions Group has grown from strength to strength and consists of representatives from across the business who are passionate about inspiring change. The group meets regularly to discuss current initiatives (eg events policy) and to share ideas and best practice.
- The group trialled an app called Jump, via Better Bankside, to motivate employees to make behavioural changes in their daily lives (eg 4-minute showers). They attend Better Bankside environment-themed meetings to ensure we are aligned with our Business Improvement District and other local businesses, and some have also attended and successfully passed a Carbon Literacy one-day course.

Other initiatives

London & Partners signed up to the Glasgow Declaration of Climate Action in Tourism, an initiative launched at COP26 and aimed at cities and countries publishing ESG plans. In September 2024, we submitted a progress report in advance of submitting a full ESG plan for the city in 2025.

- London & Partners is also a signatory of the Net Zero Carbon Events, a roadmap to net zero aimed at the events industry. We will report on progress by the end of 2024, and thereafter every two years.
- The Sustainability Working Group (SWG) for Strategic Tourism Partners meets twice a year to share updates from a Mayoral representative and amongst each other. It gives London & Partners a chance to scoop up the latest net zero news and information and use this content to tell London's sustainability story.
- We continue to align with, and keep abreast of, other key organisations such as VisitBritain, our national Tourism body; ICCA; City Destinations Alliance; and World Sustainability Hospitality Alliance.

Planned actions and initiatives for 2025 include:

Incorporating sustainability criteria in our procurement practice, to ensure we make this a key part of our assessment process for new suppliers.

- Engaging existing suppliers around our net zero journey, so we get a better insight into what they are already doing and/or encourage them to set their own decarbonisation strategies. One particular area we will review are the carbon savings derived from using data centres powered by renewable energy.
- Implementing policies to reduce print marketing, with an objective to set carbon reduction targets.
- Renewed carbon-conscious accreditation for all our websites.
- Third-party accreditation for London & Partners' Race to Zero.
- Increasing carbon literacy among our Senior Leadership through training.
- Roll out and publish an ESG policy and strategy incorporating all teams and their audiences.



Events

Our carbon footprint from events³ is very significant, accounting for 680 tonnes or nearly 36% of our baseline footprint. The majority of these emissions are associated with trade missions (29%), trade shows (17%) and some of our larger innovation programmes, such as SVC2UK (6%), which we no longer run.

In 2021-2022, our events emissions fell to 217 tonnes due to the pandemic. Since then, it increased back to 318 tonnes in 2022-2023 and 419 tonnes in 2023-2024.

Those emissions are primarily driven by travel and catering, with catering accounting for nearly half of our overall events footprint. Air travel is the largest direct contributor to the footprint of a trade mission (more than 90%), where we account for the carbon footprint of both our own staff travel as well as that of the delegates. Having completed a total of 24 trade missions in 2022-2023 and 2023-2024, visiting various locations such as Japan, Singapore, the USA and Australia, this has taken a toll on our footprint.

The increase in emissions in recent years is a direct result of recovering from the pandemic and growing as an organisation. Events are a huge part of what we do at London & Partners to promote London as a destination, attract investment and trade into the capital, and encourage tourists to visit.

Although we still host some events virtually, the demand for in-person interaction and the decline of travel restrictions have led to a rise in the number of in-person events, particularly for our trade missions. We don't expect this will change, but we always consider sustainability in the decision-making process around the location of events, travel to and from events, the type of catering we use, and so on.

Our initiatives

Following our sustainability evaluation and the rising footprint from our events post-pandemic, we have launched new internal policies to help prevent this from continuing.

For example, we have introduced an events policy that ensures we are:

1. Targeting accredited sustainable venues and partners wherever possible both on the tourism and business side, and promoting our own internal events space where possible.
2. Encouraging attendees to calculate their travel carbon footprint via yousmartthing.com.
3. Aiming for less than 25% of red meat at all catered events, working with the venue and chefs to ensure minimal food waste and locally supplied food, and communicating this to attendees in advance of the event.
4. Avoiding giveaways and re-using name badges.
5. Capturing activity in our management information system (Salesforce) to enable accurate reporting.

Planned actions and initiatives for 2025 include:

- More monitoring on the events policy and delivery.
- Workshops/training for London staff and markets, especially for newer members of the team.
- Explore the feasibility of setting carbon intensity targets for trade shows and trade missions, with a new stand tender process starting in 2025 to be in situ for 2026.
- Explore creating a trade-off metric that weighs the carbon footprint of hosting trade missions abroad with the benefits to trade companies.



³ The carbon footprint for events includes event associated travel, accommodation, catering, utilities and digital footprint for virtual events.

Business travel

Air travel accounted for approximately 120 tonnes of CO2e in 2022-2023 and increased to 270 tonnes in 2023-2024, exceeding pre-pandemic levels (261 tonnes).

The fall in emissions in 2022-2023 compared to 2019-2020 was a direct result of recovering from the global pandemic which heavily impacted travel. Compared to 2021-2022, our business travel footprint has almost tripled in 2022-2023 (from 43 tonnes to 120 tonnes), indicating rapid growth and increased demand for travel as markets returned to normal. As we continue to grow as an organisation, we see an increased demand for in-person travel, explaining why business travel has overtaken pre-pandemic levels.

Travel is a huge part of delivering what we do at London & Partners and contributes to a significant proportion of our footprint, however we are working towards finding a balance between travelling when necessary and meeting the expectations of our net zero pledge.

Our initiatives

What we have implemented:

1. Our travel policy:
 - Economy class as the default for all short-haul flights, premium economy for long-haul flights (instead of business class).
 - Travelling by train as the default option for all domestic travel and for international travel for journeys under 5 hours. Encouraging standard class for rail travel within the UK and on the Eurostar.
 - Encouraging electric vehicle usage if a taxi ride is necessary, as long as it is no more than 20% more expensive. For example, if using Uber, select Uber Green option.
2. Greater efficiencies around business travel planning, leveraging events where possible to increase the number of meetings and opting for fewer trips with longer stays, where practical.
3. Used Tripshift to measure the carbon footprint from our trade missions for a year.

Planned actions and initiatives for 2025 include:

- Scoping the feasibility to switch to more sustainable modes of travel for short-haul or in-market travel. We have identified the need to establish a company working group and potential pilot to validate the feasibility of proposed targets (eg a 10% shift from short-haul flights to rail) as they will have a business impact, including on productivity.
- Update policies for local travel to further prioritise sustainable and active travel, while balancing cost and safety considerations.

Commuting

Employee commuting accounted for 118 tonnes or 6% pre-pandemic, as evidenced in our baseline footprint. In 2022-2023 and 2023-2024, commuting accounted for 104 tonnes (5%) and 105 tonnes (5%) respectively.

Like many organisations, London & Partners had to adapt during the pandemic and switched to fully remote working. Since the reintroduction of travel and commuting, we have introduced a hybrid working policy consisting of a minimum of 2 days in the office for all staff.

Hybrid working provides our staff with flexibility and generates significant carbon savings, not just through commuting but also through reduced in-office emissions on non-busy days like Monday and Friday.

The decrease in commuting emissions in 2022-2023 and 2023-2024 compared to our baseline year is a result of 1) the hybrid working policy we introduced after the pandemic and 2) more sustainable travel to and from work by our staff. The employee commuting survey found that staff are spending less time commuting to and from work by car or taxi, and opting for more sustainable modes of commuting (more time spent travelling to and from work by walking and cycling and using the London Underground).

We expect the hybrid working policy to remain in place, thus resulting in minimal changes in commuting emissions over time, with a caveat around increases as a result of headcount growth.

Other initiatives we already have in place to encourage more sustainable modes of commuting include a cycle-to-work scheme where employees can obtain interest-free loans on new bikes via Evans Cycles, and the opportunity to trial a Brompton Bike for free for up to one month, provided by Better Bankside.



Management and Resilience

London & Partners' board is the principal and senior governance mechanism. As such, it provides an advisory and oversight role on the company's overall strategy and plan, including sustainability.

The day-to-day running of the company's business is undertaken by the Chief Executive with the support of the Management Committee. The Management Committee is responsible for the overall direction, performance and culture of the organisation. The Managing Director for Operations is the accountable executive for the net zero target.

Delivery of the company's sustainability strategy including the responsibility for climate change is shared between:

- The Economist, who leads on data collection, cleaning and carbon calculations, as well as establishing any assumptions or discounting based on policies introduced.
- The Head of Sustainability, who, together with Sustainability Champions, leads on the net zero pledge including the internal staff engagement on sustainability and on the externally facing aspects of the strategy and how it will impact the tourism and business ecosystem.

London & Partners is aligned with a net-zero future, ie halving emissions by 2030 and reaching net-zero by 2050 at the latest, thereby limiting global warming to 1.50°C. This means halving scope 1 and 2 emissions and business travel. As our scope 3 emissions are substantial, our aim is also to make progress towards halving these. The former could be achieved by making reductions within our existing business model, whereas the latter would require a significant change to our business model.

Climate risk assessment

London & Partners identify, assess and manage risks, including the direct or indirect implications of climate risks, which are mainly short to medium-term downstream risks (as expected from a service provider).

There are several mechanisms through which risks are identified and managed. At the Board level, we maintain a risk register which captures our principal corporate risks alongside mitigations. This is scrutinised through our Audit & Finance committee on behalf of the full Board.

At the executive level, mechanisms include our ethics committee, which is chaired by the Chief Executive. This committee supports transparent and challenge-rich decision-making where issues raise complex or competing ethical questions. These may (and have) include sustainability and climate impacts.

The major climate-related risk for London & Partners is reputational risk of climate change over short, medium and long-term in terms of how it impacts London as a city. The risk increases if London as the 'product' we 'sell and market' is not keeping up with competition in terms of its green credentials. The implications of the risk occurring is that London may lose out if investors, tourists and events do not choose London, resulting in lost Gross Value Add (GVA) and jobs.



Climate risk management

We manage this risk by:

- Growing London's green economy. It is our role to promote London globally as a leading cleantech hub and work with partners to strengthen the ecosystem and help accelerate the growth of these businesses in London through our business support programmes.
- Telling London's sustainability story by positioning the capital as a sustainable destination of choice through our campaigns and activations. We also encourage businesses to be more sustainable and provide advice and support to our clients and partners.
- Supporting the London community by signposting SMEs to third-party support, based on the needs and challenges that they are facing. All of the sustainability support on our database that we signpost to currently can be found here: [Search for small business support in London | Grow London Local](#). We also gauge their interest in specific topics via radio buttons on our home screen so we can track the content that is most needed: [Matching London small businesses to support | Grow London Local](#).



Climate Solutions

London & Partners' board is the principal and senior governance mechanism. As such, it provides an advisory and oversight role on the company's overall strategy and plan, including sustainability.

In addition to our commitment to a net zero transition, our wider sustainability strategy incorporates two external focused pillars:

- Telling London's sustainability story.
- Growing the green economy.



London's sustainability story

As London's growth agency, we have a significant role in shaping London's narrative and promoting London as a city on the world stage. With sustainability an integral part of the Mayor's vision for London and the city on a clear pathway to become net zero by 2030, we have incorporated sustainability as a core part of our mission and London's narrative.

Over the past year, our work in this area has included:

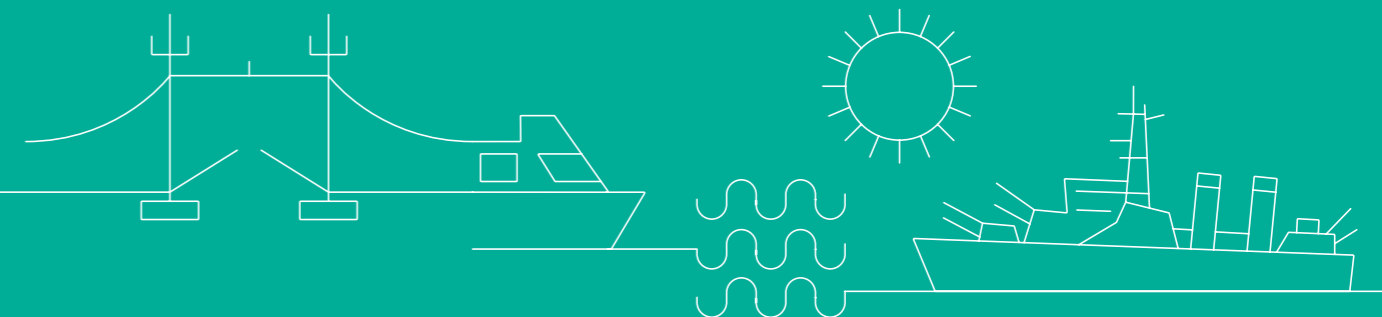
- Creating dedicated sustainability hubs on our **Business** and **Convention Bureau** websites.
- A sustainability guide for events – setting out how London is well positioned to host sustainable events and what organisers can do to make their events more sustainable, from planning and design to transport, food and on-site delivery.
- Working with our partners to onboard them into accreditation schemes such as Green Key, as this is a key client request from event organisers.
- Putting together campaigns and delivering assets and messaging to our audiences.
- Publishing dedicated content on how London is leading the way in sustainable tourism, promoting green London hotspots and eco-friendly things to do in the city. Visitors are also encouraged to take the Sustainable London pledge, committing to simple choices to preserve the future of London by making a positive impact during their stay: **Sustainable London: a city of the future.**

In addition, sustainability was also one of the key pillars for the new **Tourism Vision for London** (published in October 2022), including a goal to create the highest economic benefit per kilo of carbon generated, with net zero domestic transport, sustainable accommodation and green attractions all contributing to this, alongside the UK's wider net zero ambitions.

Moving forward, we will build on this and increasingly make sustainability a core part of our domestic and global campaigns and activations, ensuring we position the capital as the sustainable destination of choice for business and tourism.

Planned actions for 2025:

- Visit England are launching a Regenerative Tourism Guide which London will also consider. Regenerative Destination Management is a transformative approach to tourism that focuses on revitalising both the environment and local communities. It seeks to revitalise and restore the health of ecosystems' communities and cultures, promoting positive transformation through the impact of tourism.
- Consider the current approach to bidding for Major Events with the GLA. Possibly adopt ISO 20121:2024, which is the revised standard launched at the Paris Games 2024.
- Ensure all our teams are promoting sustainable solutions in day-to-day work (eg GLL, Boroughs, GLG, Commercial Business Partnerships).



Growing the green economy

As part of our work to support businesses to grow, we promote London as a leading hub for clean and green technologies and solutions, and we work with partners to further strengthen its ecosystem.

This is how we are growing the green economy:

- Through Business Growth support programmes – Inward Investment and Trade to drive job creation and economic growth to meet the Mayor of London’s growth targets.
- Through Grow London Early Stage, our business support programme for early-stage companies active in high growth sectors that support sustainable and inclusive growth.
- Engaging businesses with commercial opportunities and fundraising insights. We have run several Sustainability Innovation Demo Days, Meet the Corporate sessions and Access to Finance roundtables.
- Supporting our ecosystem to become more environmentally sustainable through engagement with our partners.
- Ecosystem development for London by hosting and partnering with key events, eg London Climate Action Week (LCAW), participating in committees and hosting overseas delegations both in London and around the world.
- Leading by example, measuring the carbon emissions from our trade missions and promoting the use of our events policy.
- Through leadership including media interviews, articles and speaking engagements.
- We have defined and are targeting multiple subsectors within the overall umbrella of sustainability such as proptech, foodtech, green finance, energy and transportation.
- Moving forward, we will continue to deliver our strategy for the growth of the green economy in London.



Appendix 1: Methodology for carbon calculation

The basis on which we have conducted our carbon calculations is as follows:

- For these first two years we have recorded all data under our London head office. This includes the majority of our company's emissions, as budgets are mostly centrally held. At this stage, we have not yet disaggregated data for our international offices. This is something we will consider to further improve transparency and accuracy.
- The majority of our data is expenditure-based, with conversion into CO2e provided through our carbon calculator platform and in accordance with government-set carbon factors.

The exceptions to the above are:

Utilities and water

We estimated our usage from building-wide data provided by our landlord, based on the size of our office.

Commuting

We undertook one staff survey for the evaluation of our 2022-2023 and 2023-2024 campaigns to report the results together. Our response rate for the survey was 94%. In comparison, our baseline year response rates were around 80%. Data has been extrapolated to cover 100% of employees and accounts for time travelled by mode of transport. Our headcount has increased 12.5% from 2022-2023 to 2023-2024, which captures the difference in commuting footprint between both years.

Work-from-home emissions

For our baseline year, we worked on the assumption that staff worked from home on average 1 day/week (flexible working allowed for up to 2 days, but pre-pandemic the majority of teams worked at least 4 days/week in the office). For 2022-2023 and 2023-2024, we based our data on our new hybrid working policy, which allows staff to work from home 3 days/week. In the 2022-2023 and 2023-2024 staff survey, we collected additional information on green tariffs for gas and electricity which has been reflected in our carbon footprint.

Business travel

- Air – for our baseline year, we estimated the number of miles and class of travel based on financial spend data that capture the location of travel (to and from).
- Other business travel – time travelled by mode has been based on expenditure and self-reported data we capture within our finance records.

Accommodation

For our baseline year, we estimated the number of nights based on financial data. For 2022-2023 and 2023-2024, we were able to report more accurately, based on additional information recorded on number of nights per stay.

Waste

We estimated this based on the size of bins and number of collections per week.

Events

For our standard London-based events, we used a combination of data drawn from our CRM system and Eventbrite to record the number of events (in some cases amalgamated per team per quarter), using estimates on attendee numbers where required. Our standard London-based events are classified as high density and urban and use average commuter data to estimate associated travel emissions from attendees.

- For trade shows, trade missions and larger events, we reported on an individual event basis and included international travel and hotel data for staff as well as delegates, partners and speakers joining us for these activities.
- Note: our catering emissions have to date been recorded in one lump sum rather than on a per event basis. We will seek to improve on this in future evaluations, in particular for our larger events with the introduction of our new events policy.

Exclusions

We only report on events organised or co-organised by us, but not those we support or sponsor. For instance, for London Tech Week, we include the events we organise but not the full week of activities.

For our trade missions, we have not included utility emissions, as the associated emissions are very small and do not significantly impact our carbon footprint.

Our data will become more accurate from 2024-2025 onwards, as we start to automate the data collection and cleaning process and with the introduction of improved policy. This will likely have a significant impact on our overall footprint and reduction pathway, which we will be able to assess at the end of 2025, with the possibility to adjust our net zero pathway as needed.

