

LOCATE PRODUCTIONS CARBON AUDIT REPORT

2022 & 2023 FINANCIAL YEAR

MAY 2024

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INTRODUCTION

This report outlines Locate Productions' (Locate) annual carbon footprint measuring operational activity for two financial years running from 1st June 2021 to 31st May 2022, and 1st June 2022 to 31st May 2023. Ongoing measurement provides a basis from which to assess current short-term and long-term emission reduction goals as part of Locate's wider sustainability strategy.

A Carbon Footprint is measured in 3 Scopes:

Scope 1: direct emissions that come from fuel burned on site such as gas used for heating.

Scope 2: indirect emissions that come from energy purchased from other sources, such as electricity.

Scope 3: indirect emissions from everything else across the business from up and down the value chain. It's measured in 15 categories (as applicable), such as business travel, waste, purchased goods and services, staff commuting etc.

To accurately reflect the emissions that Locate has direct control over – in line with the Science-Based Target Initiative and GHG Protocol guidelines for SMEs - this report shows the emissions using the operational control boundary and the market-based approach.

The total footprint is measured in tonnes of CO₂e (carbon dioxide equivalent); CO₂e is the collective unit of measurement of Greenhouse Gases including carbon dioxide, methane, nitrous oxide and water vapours. The footprint was calculated and verified by Carbon Footprint, with supporting evidence provided by Sarah Hughson (Locate) and reviewed by Kati Hall (Creative Zero).

EXECUTIVE SUMMARY

Total 2022 Carbon Footprint

Locate's total footprint, over the reporting period, 1st June 2021 to 31st May 2022, was **38.9tCO₂e**.

What does 38.9tCO₂e look like in real terms?

38.9tCO₂e is the equivalent of:

*10 return economy class flights from London to Hong Kong, (3 if business class!)
OR driving a petrol car around the earth 12.5 times,
OR the average person living in the UK for 3 years.*

Total 2023 Carbon Footprint

Locate's total footprint over the reporting period, 1st June 2022 to 31st May 2023, is **26.8tCO₂e**.

What does 26.8tCO₂e look like in real terms?

26.8tCO₂e is the equivalent of:

*14 return economy class flights from London to Barcelona,
OR driving a petrol car from Lands End to John O'Groats and back 46 times,
OR the average person living in the UK for 2 years.*

Locate Productions has reduced their footprint by 31% compared to 2022 (38.9tCO₂e) and 39% compared to the baseline figure (2019/20 financial year, 43.93tCO₂e). Locate expanded their scope of measurement from 2021 to include more areas of £spend and more employee data, so direct 2019-2023 comparison is not like-for-like. When measured like-for-like, the most recent audit for the 2022/23 financial year shows a 75% reduction compared to last year and a 94% reduction when compared to the baseline year.

The largest emissions, in both years, come from Scope 3; including purchased goods and services, capital goods, site gas and employee commuting.

It is recommended that Locate include their production-based emissions from their own calculations using industry-specific calculator, AdGreen, in the most recent reporting period to give a total picture of their scope 3 emissions. This would allow for a full scope view of all company-related emissions and support a more complete decarbonisation pathway.

Locate Productions has set a target of reaching net zero by 2030, in line with [Ad Net Zero](#), an industry-specific pledge, and Mayor of London's plan for [Zero carbon London](#) by 2030. They have made substantial progress so far. This report will outline additional recommendations and a pathway to further reduce emissions in line with this target.

**LOCATE HAS
ACHIEVED A 94%
REDUCTION IN LIKE
FOR LIKE
EMISSIONS SINCE
2020¹.**

¹ The scope of assessment has expanded significantly since the base year assessment.

CARBON FOOTPRINT BREAKDOWN

2021/22 CARBON FOOTPRINT

Locate's 2022 footprint is **38.9tCO₂e** and is broken into Scopes as follows:

Scope 1 | 4.1% | 1.59tCO₂e

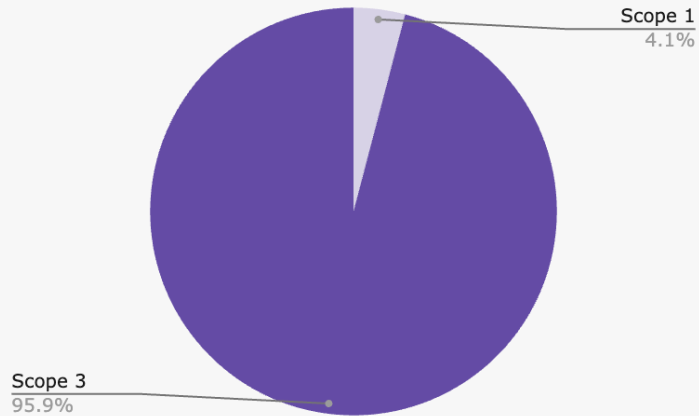
Site gas.

Scope 2 | 0% | 0tCO₂e

Electricity.

Scope 3 | 95.9% | 37.31tCO₂e

Purchased goods & services, capital goods, fuel and energy related activities, travel, freight, waste, employee commuting and home working.



3.89tCO₂e per full-time employee

2022/2023 CARBON FOOTPRINT

Locate's 2023 footprint **26.8tCO₂e** and is broken into Scopes as follows:

Scope 1 | 3.8% | 1.03tCO₂e

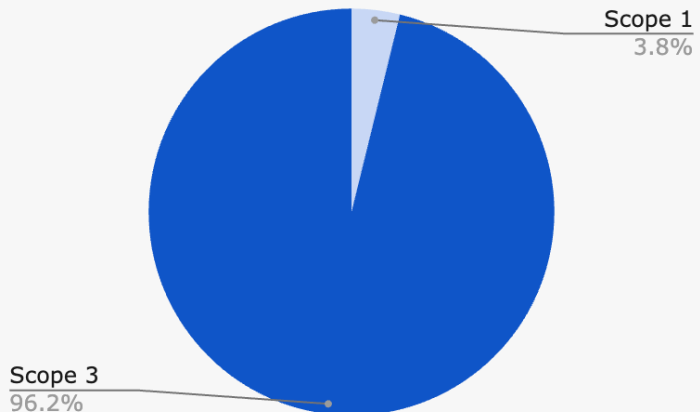
Site gas.

Scope 2 | 0% | 0tCO₂e

Electricity.

Scope 3 | 96.2% | 25.77tCO₂e

Purchased goods & services, capital goods, fuel and energy related activities, travel, freight, waste, employee commuting and home working.



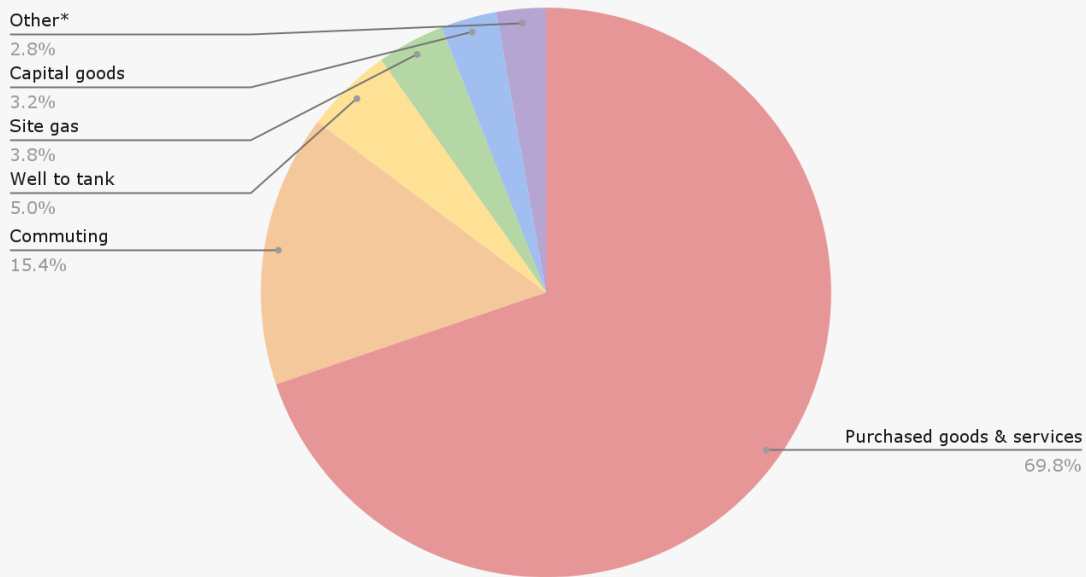
2.98tCO₂e per full-time employee

Across both years the largest contributors are purchased goods and services (53% & 70% respectively) and employee commuting (12% & 15% respectively). Alongside upstream transport (deliveries) in 2022 (14%) and well-to-tank emissions² in 2023 (5%). There were no scope 2 emissions for either year.

² Well-to-Tank (WTT) emissions factors (DEFRA 2022) include an average of all GHG emissions released in the production, processing and delivery of fuels or energy.

2023 FOOTPRINT BREAKDOWN

Locate's total 2023 carbon footprint is broken down by category below.



**Other includes data servers, upstream vans, rail travel, computing, home-working, water, bus and taxi travel and hire cars.*

Purchased goods and services make up nearly 70% of emissions and so should continue to be the focus for Locate's reduction efforts. These are currently calculated using spend-based factors³.

Employee commuting contributes 15%, however, all employees that recorded commuting travel by public transport and there is a home working policy in place that allows for flexible working. From the staff survey, we know that 80% of Locate employees are currently on renewable energy tariffs at home.

Well-to-tank emissions are a result of all energy-relevant sources within scope 3 which will be lowered indirectly as a result of other reduction measures e.g. gas and travel.

³ Locate's spend-based emissions have been calculated using the conversion factors developed by DEFRA (2022). The factors allow a conversion to kgCO₂e/£, per Standard Industrial Classification (SIC) Code, published by the Office for National Statistics.

FOOTPRINT BREAKDOWN | PURCHASED GOODS AND SERVICES

Section	Section Summary	Purchased goods and services (tCO ₂ e)	Capital goods (tCO ₂ e)	Sum of tCO ₂ e	% Contribution
C	Manufacturing	7.40	0.85	8.25	42%
J	Information and Communication	2.94	-	2.94	15%
M	Professional, Scientific and Technical Activities	1.94	-	1.94	10%
K	Financial and Insurance Activities	1.67	-	1.67	9%
S	Other Service Activities	1.66	-	1.66	8%
O	Public Administration and Defence; Compulsory Social Security	1.17	-	1.17	6%
N	Administrative and Support Service Activities	0.80	-	0.80	4%
I	Accommodation and Food Service Activities	0.59	-	0.59	3%
R	Arts, Entertainment and Recreation	0.35	-	0.35	2%
P	Education	0.18	-	0.18	1%
Total		18.70	0.85	19.55	100%

Locate's highest contributor in purchased goods and services is manufacturing - the majority from IT software and consumables, including website and hosting.

Locate has already engaged with their web hosting provider to ensure they are aligned with net zero values. Continuing this approach throughout the supply chain to obtain product level data will reduce emissions in purchased goods and services in future audits.

ENERGY USE | MARKET-BASED AND LOCATION BASED APPROACHES

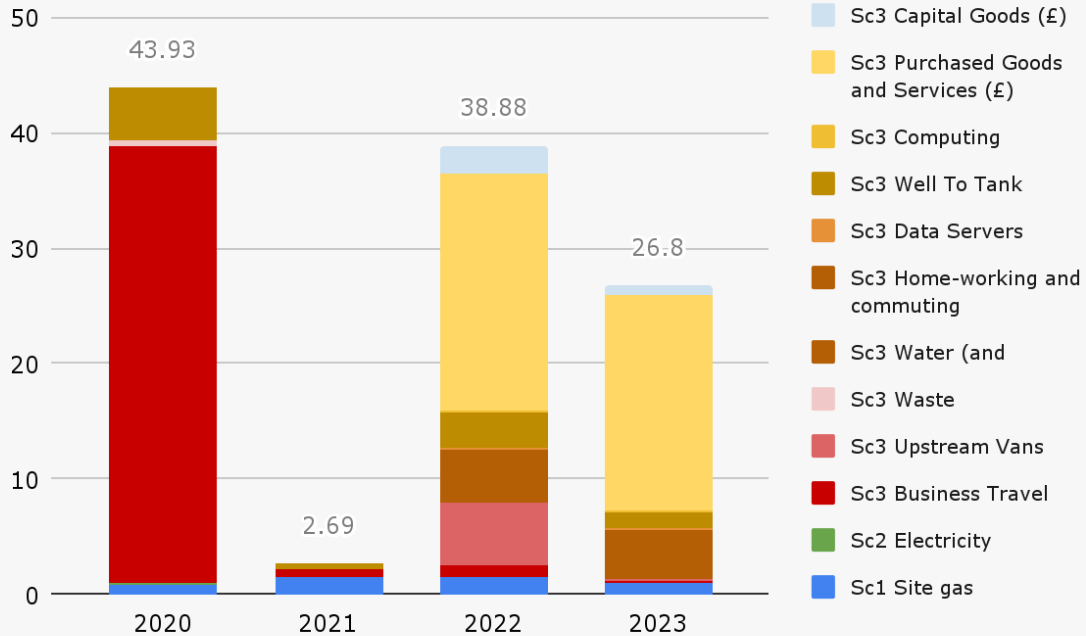
When reporting on purchased electricity, there are two approaches: market-based and location-based. The market-based method calculates emissions from electricity that companies have either intentionally selected or have been limited to. Emissions are determined by the electricity emissions associated with contractual agreements based on the company's electricity providers. This method is important to recognise when the provider exclusively uses 100% renewable energy sources, which Locate's does.

The location-based method employs the average emissions intensity of a country to determine emissions and doesn't account for Renewable Energy Certificates or Guarantees of Origin (REGOs) supplied by energy providers. The average UK grid carbon intensity factor for the reporting year is used. This is an important method to use as it acknowledges the actual electricity reaching Locate and that businesses play a role in advocating for the decarbonisation of the national grid as a whole. If the location-based approach was used 0.4tCO₂e and 0.3tCO₂e, for the respective reporting periods, would have been created from purchased electricity.

**LOCATE REDUCED
THEIR TOTAL
MEASURED CARBON
FOOTPRINT BY 39%
SINCE 2019.**

YEAR ON YEAR COMPARISON

The graph below illustrates distribution of emissions created by Locate through the years of reporting.



Locate Production’s 2023 footprint is 27.8tCO₂e. Locate has reduced its footprint by 39% compared to the 2019 baseline figure (43.93tCO₂e) and a 31% saving compared to last year (38.9tCO₂e). This is largely thanks to a strict sustainable business travel policy, almost entirely eliminating travel when not-related to a production and limiting flights when that is the case.

In 2022, the scope of assessment expanded to include employee behaviours, purchased goods and services and capital goods which are all significant contributors to the footprint. In spite of this, Locate has continually managed to substantially reduce their overall footprint year on year.

BENCHMARKING

As businesses fluctuate, it is useful to reflect on intensity measures to ensure that true reductions are being made. Per £M Turnover, Locate created 9.24tCO₂e, a 48% reduction compared to last year.⁴ Per employee, Locate has reduced by 23% compared to last year and 53% compared to the baseline year.

	2020	2021	2022	2023
tCO ₂ e per employee	6.28	0.38	3.89	2.98

⁴ This intensity measure is only present for the last two years of auditing.

REDUCTION RECOMMENDATIONS & NEXT STEPS

INTRODUCTION

This section outlines recommendations based on the largest contributors to Locate Carbon Footprint. These recommendations should be included in Locate's strategy to create positive environmental impact throughout the business. They are aligned with UK Government legislation of net-zero by 2050, the [Mayor of London's plan](#) for a net zero London by 2030 and Brighton and Hove Council's plan for [carbon neutrality by 2030](#).

STAFF ENGAGEMENT

Staff engagement and communication will be a vital part of the success of a sustainability strategy. It is recommended that employees are sent this document and space is given to report back with suggestions and questions of how to make best use of the information in their departments.

Staff commuting and homeworking are a significant part of shared emissions. These are difficult to tackle from solely a business angle because of intersectional and personal impacts on staff. When staff are engaged in the conversation and have a role in business adaptations, these conversations often become easier rather than feeling 'top-down'. Reviewing commuting vs homeworking on a case by case basis is likely needed for decarbonisation, and solutions will likely need equity rather than equality.

Staff can also likely be pivotal in reducing purchased goods & services emissions. Simple measures such as good care and repair of equipment and ensuring full use of basics before replacing (pens, cleaning supplies, etc) can all be great emission-reducers.

SCOPE 1 | DIRECT EMISSIONS FROM FUEL BURNED ON SITE

Fossil fuel-based facility heating

Removing the dependence of all sites from gas is crucial to decarbonisation. Lobbying landlords of any managed spaces, or selecting spaces with specific renewable energy providers and/or generation.⁵

⁵ Where the company is in control of site based heating, the installation of a ground or air-source heat pump could significantly reduce natural gas use and emissions and boost cost-saving. Using the [Boiler Upgrade Scheme](#), companies can apply for a grant of up to £6,000 to help with the installation of a biomass or heat pump. Ensuring significant energy efficiency, for instance, heating insulation and window upgrades, may be required when making this decision.

SCOPE 2 | INDIRECT EMISSIONS FROM PURCHASED ELECTRICITY

At the time of writing, Locate have moved premises to shared workspaces, all with renewable energy providers.

NB: Energy efficiency measures remain crucial to ensure distribution of renewable energy as the global supply is not entirely renewable - yet!. One way to think about it is, each kWh used in renewables is another piece of coal somewhere else.

SCOPE 3 | INDIRECT EMISSIONS FROM OTHER ACTIVITIES

Scope 3 accounts for all other indirect emissions from business-related activities. As Locate doesn't have direct control over these emissions, it is crucial to use and communicate company policies to employ purchase power in reduction efforts. A culture where climate-impact is prioritised in decision making empowers staff and demonstrates to clients that Locate is committed to supporting the industry's transition to low-carbon. Suggestions include:

Internal Communications

- Conduct an employee home working analysis; Analyse the difference in emissions impact between energy used homeworking or office working and energy used in commutes across both sites and adjust policies accordingly.
- Further encouragement for employees to switch to 100% renewable energy providers and divest from gas where possible. Provide information and promote government programmes to help with these initiatives.

Suppliers

- Use your purchase power: Create a procurement programme which asks what suppliers are doing to measure and reduce their emissions, and engage with them to ensure they have the help and collaboration needed on their own pathways to decarbonisation.
- Switch, where possible, to local suppliers of goods to reduce transport emissions.
- Prioritise these efforts by starting with suppliers you spend the most with.
- Financial investments, including pensions, reviewed and if necessary, moved from institutions investing in arms, coal, oil and natural gas. (Not yet acknowledged in carbon footprinting)
- Focus on repairing, reusing and buying second-hand when purchasing capital goods to reduce embodied carbon.

IMPROVEMENTS FOR MEASUREMENT

Evidence was provided for a total of 14 emissions areas and as part of the verification process, the accuracy of the data was assessed by Carbon Footprint. 8 areas were marked 'Excellent' or 'Very Good'; two were marked as 'Good' including home-working and data servers; and 4 were marked as 'Average', purchased goods and services, capital goods, vans and hire cars. These 4 are the areas in which spend-based emissions were used.

Spend-based emissions calculation is a UK-government recognised approach and uses data which is easily obtainable for the company, particularly when direct monitoring of data from suppliers is either unavailable or prohibitively expensive to obtain. Product or activity-level data is always preferred where possible as it is often significantly more accurate and can create more targeted reductions.

Production-based emissions | AdGreen

Including project-based emissions as part of Locate's Scope 3 emission in future audits will give a fully rounded view of the entire company's emissions as a service provider.

AdGreen, the tool Locate currently uses for this calculation, will continually evolve. Locate also needs to continually improve the quality and extent of data submitted for project-based carbon audits with AdGreen. If AdGreen isn't currently able to measure a part of a job, Locate needs to continue to work with them to do so.

Scope 3 emissions

Simplifying and streamlining suppliers throughout Locate, for example using a single provider for each service where feasible, such as couriers or deliveries. This will help with collecting information such as account reports from suppliers including, where possible, product-level emissions data And may decrease transport emissions due to product delivery consolidation.

Home Working & Commuting

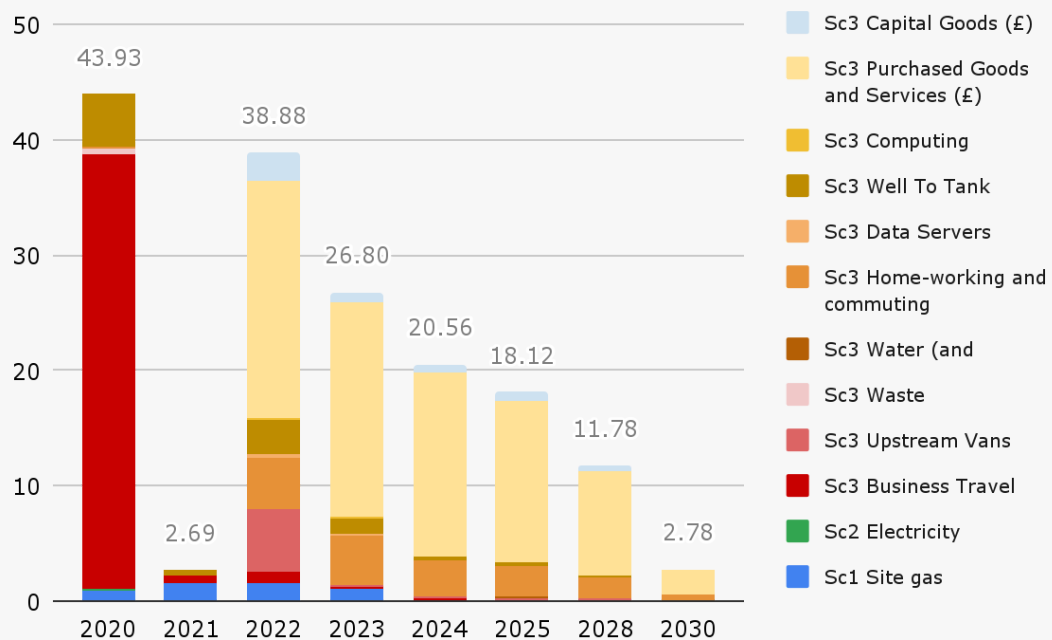
Ensure the home working and commuting survey is part of all exit interviews throughout the year so data for leavers is accurate. Include supplying emissions-related data as part of all job descriptions.

NET ZERO REDUCTION PATHWAY

NET ZERO PATHWAY

Below is an outline of a Net Zero Pathway for Locate, using 2019/20 as the base year, with associated estimated carbon savings. It is based on the measures outlined on the following page. All emissions savings are approximate and estimated using 2023 audit figures and provide a base from which Locate can conduct further emission reductions. We have also set recommended near- and long-term reduction targets.

Please note: The inclusion of AdGreen activity data will mean a significant increase in Scope 3 emissions, allow for a fuller picture of emissions created and from there a more complete reduction pathway. It is recommended when communicating on pathways to be clear as to what's covered and excluded and why.



2024 Goals | 100% reduction in Scopes 1 & 2 emissions compared to 2020.

- Thanks to moving premises, Locate are no longer reliant on site gas; *saving approx 2tCO₂e.*
- Continued staff engagement efforts means a 20% increase in renewable energy at home; *saving approx 1tCO₂e.*
- Data servers are all on renewable energy and aligned with net zero goals; *saving approx 0.5tCO₂e.*
- Product or activity-level data available for suppliers through engagement; a 15% reduction in purchased goods and services emissions; *saving approx 2tCO₂e.*

2025 Goals | 30% reduction across all Scopes= 30.7tCO₂e remaining.

- BCorp and Climate Positive status achieved through sustained efforts from leadership and the wider team!
- Continued suppliers engagement and procurement policies mean a further 15% reduction in capital goods and purchased goods & services emissions; *saving approx 3tCO₂e.*
- Home working and commuting assessment completed and policies adjusted to maximise carbon efficiencies and team collaboration; *saving approx 2tCO₂e.*

2028 Goals

- Continued supplier engagement and thorough procurement procedures mean a further 15% reduction in capital goods and purchased goods & services emissions; *saving approx 5tCO₂e.*
- Thanks to increased decarbonisation of travel in and around London / the South, further reductions are possible; *saving approx 1tCO₂e.*⁶

2030 Goals | Net Zero reached in Scopes 1 & 2. 95% reduction in Scope 3 emissions = 2tCO₂e remaining.

- Net Zero reached!
- Working with the supply chain, both up and downstream to further reduce Scope 3 emissions as much as possible.
- Continual carbon auditing and residual carbon reductions and offsetting.

2040 Goals

- Continual carbon auditing and residual carbon reductions and offsetting.

2050 Goals

- Celebrate 20 years of continual Net Zero!

⁶ [TfL's Plan to decarbonise by 2030 | London City Hall](#)

METHODOLOGY, RESOURCES & REFERENCES

METHODOLOGY

Please see full breakdown of carbon emissions, including categories, as provided by Carbon Footprint's full letter style report [HERE](#).
Locate can also use the carbon assessed and carbon reduced logos [HERE](#).

Further methodology resources

[BEIS](#) - UK Government carbon emissions factors and methodology.

[Climatiq](#) - global emissions factors database.

[EPA Greenhouse Gas Equivalencies Calculator](#) - US Government factors.

[Atmosfair](#) - used to calculate flight emissions.

[GHG Protocol](#)

[SBTi](#)

[Earth's diameter](#) calculation. (equatorial 7,926miles)

RESOURCES

PixiPixel and Creative Zero's [HVO vs Diesel Procurement Study](#), demonstrating the emission reductions of switching to HVO.

[How Bad Are Bananas](#) - recommended reading for 'humanising' carbon by relating it to everyday activities.

FURTHER READING

Information about Energy Efficiency grants for businesses:

[Ofgem](#)

[Energy Savings Trust](#)

[The Fuel Report](#), authored by Creative Zero and Film London.

[Climate Change Committee Report](#) - role of SMEs and businesses to achieve net-zero by 2050.

[People Power!](#) - report demonstrating the roles of individuals.

[The Generator Project](#) - Mapping generator usage in London with a resource page for suppliers of alternative energy generators in the UK.

8 R'S OF WASTE PHILOSOPHY

REFUSE	Don't do the thing or buy the thing in the first place. Don't do it the old way. No more "that's how it's done". Look for innovation.
REUSE	Don't buy new. Use what's on hand. Make do.
REPAIR	Fix what's broken. Bring it somewhere to to be fixed if you can't do it yourself
REHOME	Don't put something usable in the bin, find a new home for it. Instead of buying new, find what you need from someone getting rid of it.
RECYCLE	Take back what you can and turn it into something new. Upcycle. If you can't recycle internally, use facilities.
REPLACE	If something isn't sustainable, replace it with sustainable alternatives; power sources, materials, a job flow.
ROT	Ensure what you create can go back into nature. There's no "waste" in nature, business should follow suit.
RESPECT	New ideas can be hard to share, hear and understand. A culture of respect for people and the planet is necessary for transition.

NET ZERO DEFINITION

To qualify as 'Net Zero', companies must reduce emissions from their baseline year by 90-95% and only then offset the remainder. This is in line with Science Based Targets.

The SBTi defines net-zero emissions for companies as reaching a state of no impact on the climate resulting from the company's GHG emissions. Reaching a status of science-based net-zero emissions implies the following two conditions:

- Achieving a scale of value chain **emissions reductions** consistent with the depth of abatement at the point of reaching global net-zero in pathways that limit warming to 1.5°C with no or low overshoot.
- Neutralising the impact of any source of any residual emissions by **permanently removing** an equivalent volume of atmospheric CO₂.

CARBON NEUTRAL DEFINITION

Carbon neutrality is defined by an internationally-recognised standard – [PAS 2060](#) – which sets out requirements for the quantification, reduction and offsetting of greenhouse gas emissions. In this standard, the definition of a carbon neutral footprint is:

‘a condition in which during a specified period there has been no net increase in the global emission of greenhouse gases to the atmosphere as a result of the greenhouse gas emissions associated with the subject during the same period’.

Carbon neutrality relates to the balance between emitting carbon and absorbing carbon from the atmosphere in carbon sinks. In general, when companies claim carbon neutrality they are counterbalancing [CO2 emissions](#) with [carbon offsets](#) without necessarily having reduced emissions by an amount consistent with reaching net-zero at the global or sector level. This may conceal the need for deeper emissions reductions that are in line with what the science requires for the world to keep global warming to [1.5°C](#).

REPORT COMPILED BY

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Reviewed by Roxy Erickson, Consultant & Co-Director - Creative Zero.

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