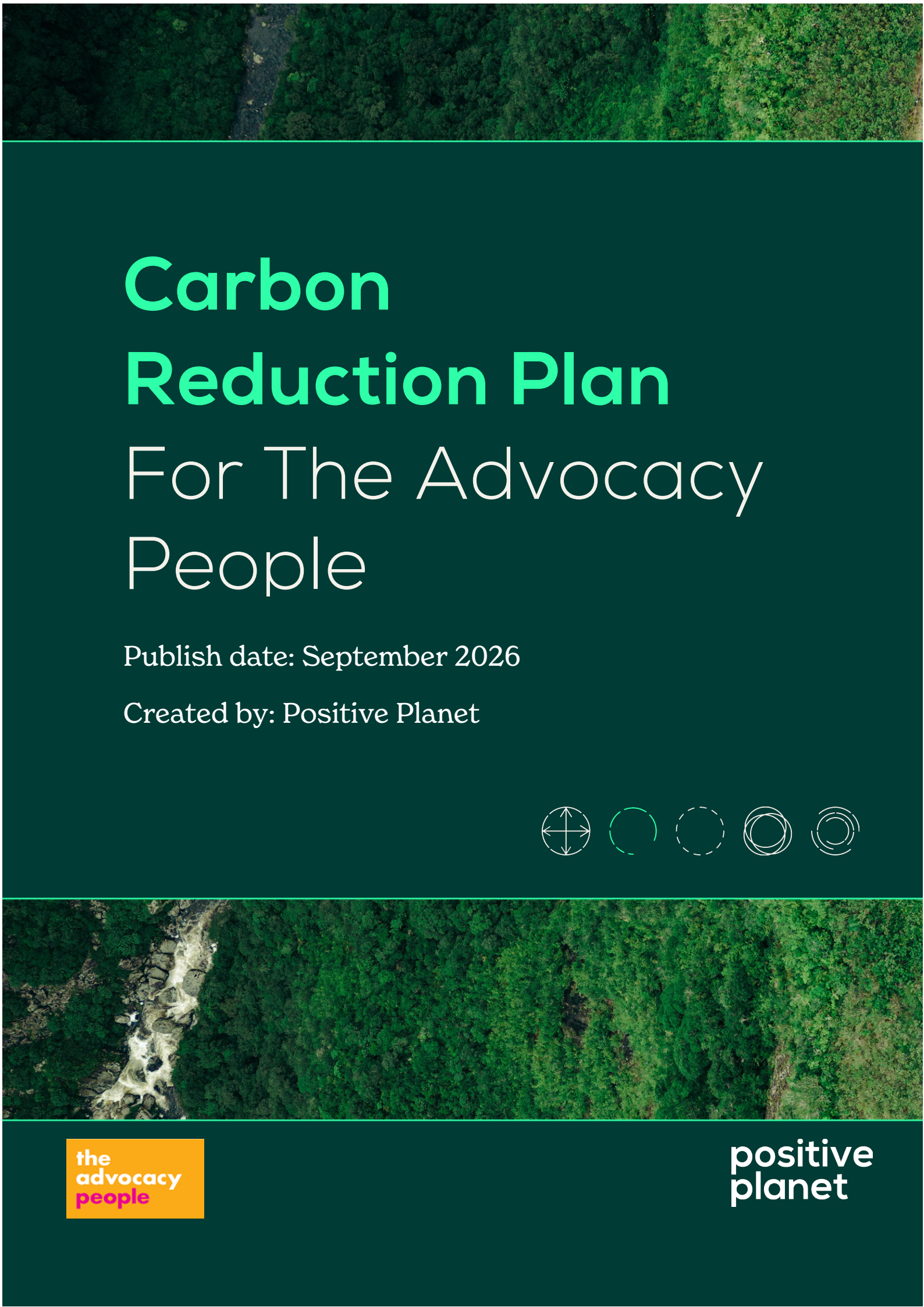




Carbon Reduction Plan For The Advocacy People

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Created by: Positive Planet



the
advocacy
people

positive
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Our Commitment

The Advocacy People is committed to achieving Net Zero emissions by 2040.

What does Net Zero mean in practice?

To achieve Net Zero, we will be aiming to reduce emissions in line with the latest science-based targets (SBTs). SBTs are greenhouse gas reduction goals set by organisations, they are defined as “science-based” when they align with the scale of reductions required to limit global temperature increases to 1.5°C compared to pre-industrial temperatures. To achieve Net Zero under this scenario, we will need to reduce our absolute emissions by 90% from our baseline year.

SBTi recommends that organisations commit to near-term targets (that cover a minimum of 5 years/maximum of 10 years from the baseline year), as well as long-term targets.

Our near-term targets:

- Maintain scope 1 emissions as zero and aim for scope 2 emissions to be 100% renewable energy by 2030.
- Reduce Scope 3 emissions by 21% by 2030.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2040.
- Neutralise any residual emissions using verified carbon offsets.

Scope 1 emissions: direct greenhouse gas emissions that occur from sources owned or controlled by a company, such as emissions from the combustion of fuels in on-site boilers, furnaces, or vehicles.

Scope 2 emissions: indirect greenhouse gas emissions that result from the generation of purchased electricity, steam or other forms of energy consumed by a company.

Scope 3 emissions: all other indirect greenhouse gas emissions that occur in an organisation’s value chain, including emissions from upstream and downstream activities.

Our Carbon Footprint

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. We have chosen to set our baseline year as April 2023 – March 2024.

Baseline Year: 2023-2024	
The current reporting year (April 2023 – March 2024) is the first year that we have measured and reported our carbon footprint and will serve as the baseline year for future measurements.	
Emissions	Total (tonnes CO ₂ e)
Scope 1 (managed property)	0
Scope 2* (managed property)	Market-based: 0 Location-based: 0
Scope 3 including: - Purchased Goods & Services - Capital Goods - Fuel & Energy Related Services - Business Travel - Transportation & Distribution (Upstream & Downstream) - Employee Commuting & Homeworking - Operational Waste & Water	420.3
Total Emissions*	Market-based: 420.3 Location-based: 420.3

*Purchased electricity can be measured in two ways. A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen (or their lack of choice). A market-based method therefore takes into account the purchase of electricity via a verified renewable energy tariff. We have chosen to base our Net Zero target on a market-based methodology.

Carbon Intensity Metrics

Baseline year: 2022-2023	Carbon intensity metric (tonnes CO ₂ e / unit)
Employees	3
Turnover (£m)	67

Based upon 167 employees, and a £6.27 million turnover during the measurement period. We are using market-based emissions to calculate our intensity metrics.

Previous Year Emissions

Previous Year: 2024-2025	
The current reporting year (April 2024 – March 2025) is the second year that we have measured and reported our carbon footprint. The Advocacy People operates in managed office and is therefore reported by a financial boundary. For this reporting period the data quality has increased and electricity spend was obtained.	
Emissions	Total (tonnes CO ₂ e)
Scope 1 (managed property)	0
Scope 2* (managed property Electricity)	Market-based: 2.9 Location-based: 2.9
Scope 3 including: - Purchased Goods & Services - Capital Goods - Fuel & Energy Related Services - Business Travel - Transportation & Distribution (Upstream & Downstream) - Employee Commuting & Homeworking - Operational Waste & Water	478.4
Total Emissions*	Market-based: 481.3 Location-based: 481.3

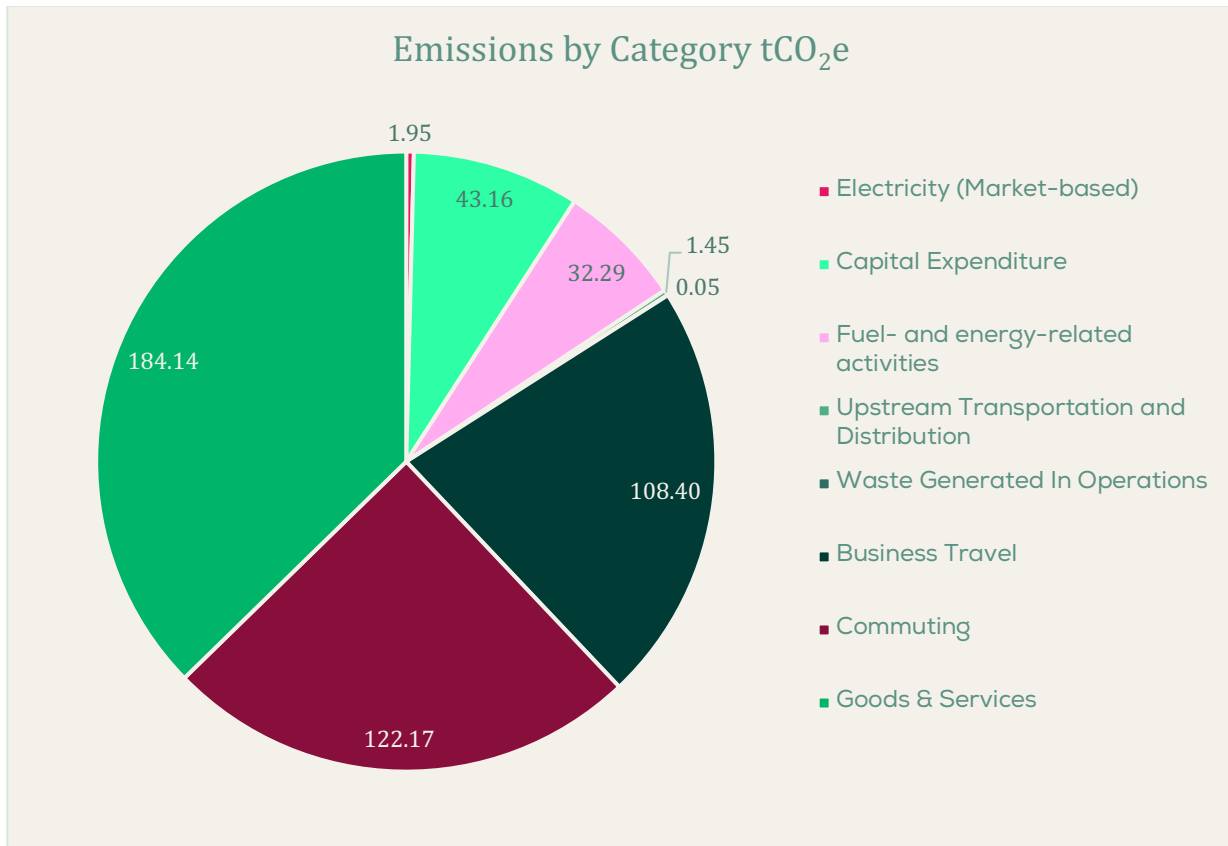
year: 2024-2025	Carbon intensity metric (tonnes CO ₂ e / unit)
Employees	3.3
Turnover (£m)	71.0

Current Emissions

Current Year: 2025-2026	
The current reporting year (April 2025 – March 2026) is the third year that we have measured and reported our carbon footprint. The Advocacy People operates in managed office and is therefore reported by a financial boundary. For this reporting period the data quality has increased and electricity spend was obtained.	
Emissions	Total (tonnes CO ₂ e)
Scope 1 (managed property)	0
Scope 2* (managed property Electricity)	Market-based: 2.0 Location-based: 2.0
Scope 3 including: - Purchased Goods & Services - Capital Goods - Fuel & Energy Related Services - Business Travel - Transportation & Distribution (Upstream & Downstream) - Employee Commuting & Homeworking - Operational Waste & Water	491.7
Total Emissions*	Market-based: 493.6 Location-based: 493.6

year: 2025-2026	Carbon intensity metric (tonnes CO ₂ e / unit)
Employees	2.5
Turnover (£m)	71.4

Current Emission Breakdown



The largest contributor to emissions was Goods & Services, which accounted for 184.14 tCO₂e. This category includes emissions associated with the delivery of services and also includes spend on rent and service charges for utilities as well as pension contribution and recruitment and HR. Emissions from commuting contributed to the second highest emissions 504.9 tCO₂e, reflecting emissions from employee travel to and from work, as well as emissions from energy use whilst working from home. Business Travel accounted for the third highest emissions, which was 108.4 tCO₂e and accounted for reimbursed travel for vehicle mileage, trains, buses and accommodation.

**Fuel- and Energy-Related Activities emissions are those that occur upstream of energy use. In the other energy use categories, e.g. business travel, we are accounting for the generation of electricity used or the combustion of fuels used. But these calculations do not consider the other emissions that occur, e.g. the generation emissions of electricity lost in the transmission and distribution system or the well-to-tank (extraction, processing and transportation) emissions of fuels. To ensure we are measuring our full impacts, we have included these emissions for all scope 1, scope 2 (mandatory) and upstream scope 3 (optional) energy use activities.*

Progress

Emissions	Total Carbon Footprint (tonnes CO ₂ e)		% Change
	Baseline year: 2022-2023	Current year: 2025-2026	
Scope 1	N/A	N/A	-
Scope 2	N/A	2.0	-
Scope 3	420.3	491.7	+17.0
Total emissions	420.3	493.6	+17.4

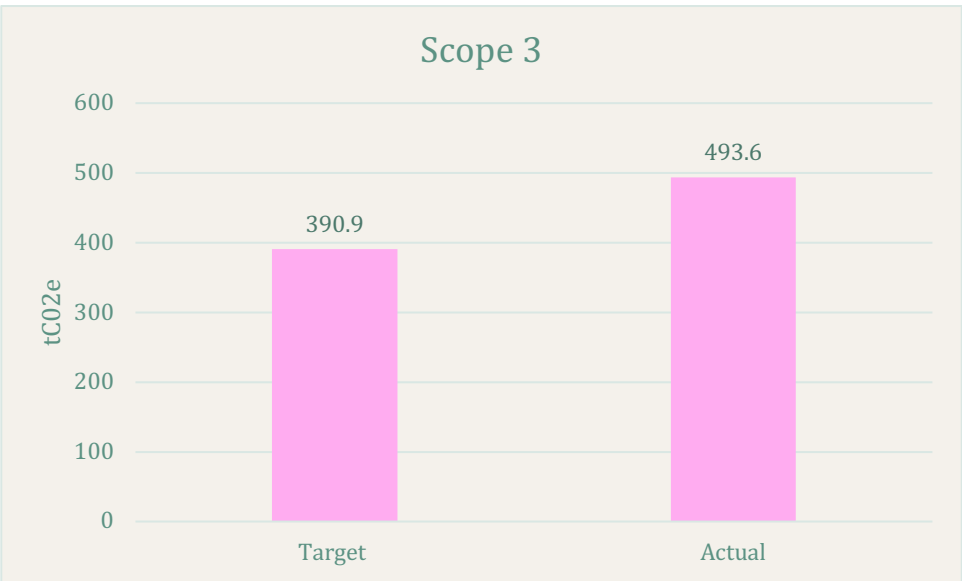
Emissions	Carbon intensity metric		% Change
	Baseline year: 2022-2023	Current year: 2025-2026	
Employees (tCO ₂ e per FTE)	3	2.5	-16.7
Revenue (tCO ₂ e per £)	67.0	71.4	+6.6

Reduction Targets to 2030



In order to achieve our near-term targets, the Advocacy People will need to reduce their scope 3 emissions by 6% each year. This is an annual reduction of 14.71 tCO₂e and a reduction of 3.5% annually and will keep them on track for achieving their 2030 goals.

Targets Vs Actual



Completed Carbon Reduction Initiatives

The following emissions management measures and projects have been completed or implemented.

Activity	Completion Date	Scope
Commit to measuring carbon footprint of business activities year on year to gain an understanding of pinch points and regularly be making efficient and direct improvements to reduce these emissions. Year 1 appointed Positive Planet to support with calculating baseline carbon footprint and reduction recommendations.	2024	1,2,3
Created a Green Team to lead initiatives. This team has been made up of members from different departments to support the roll out of initiatives and management of data, this includes sharing and collaborating throughout the organisation.	2024	1,2,3
The Advocacy People have updated their expense system to ensure expenses are all justified and employees are encouraged to use public transport where possible.	2026	3

Future Carbon Reduction Plans

We are committing to action the following emissions management measures and projects in line with our Net Zero targets.

We aim to implement the further initiatives below to reduce Scope 3 emissions:

Reduction Plans – Scope 3				
Activity No.	Activity	Target Date	% Reduction Target	Category
1	For the next reporting period commit to improving data quality: Continue to engage with the landlord to obtain utilities data, with the aim of moving from spend-based estimates to actual annual kWh usage figures. Request that the building be moved onto a 100% renewable energy tariff. For business travel, where possible obtain more detailed data, including distances travelled by vehicle and train, and the number of nights, rooms booked, and locations for overnight stays. These improvements will support more accurate emissions calculations and a stronger evidence base for future reporting.	2026-2027	-	All categories
2	Carry training and engagement for the Green Team, leadership, and the wider employee base. Including and not limited to, creating spaces for environmental positive conversations (internal comms, newsletters, slack, Teams etc), certified Carbon Literacy Training for all applicable to roll out to further workforce and share with externals where appropriate. On average, certified learners reduce their carbon footprints by 5-15%, of which ~50% are work-related.	2030	2.5 - 7.5%	Commuting & Home Working Business Travel

3	Implement a Sustainable Procurement Policy. Encourage suppliers to adopt sustainable practices and improve their own carbon footprint through supplier engagement, procurement policies and contracts, and monitoring reporting mechanisms.	2027	-	Procurement
4	Commit to a Sustainability Survey for the next reporting period to send out to the 10 suppliers by spend to request further information regarding their emissions. This data collection will support reduction journey by gathering important data for year two measurement & encourage supply chain integration towards Net Zero. Complete this audit within two phases: 1. Identify suppliers for engagement 2. Formulate and collect data (survey/scoring) Once completed prioritise suppliers with lower carbon footprints as part of the above phased approach. This may also involve purchasing second hand/refurbished (furniture, IT equipment) and extending the lifespan of purchased items.	2026-2027	20%	Purchased Goods & Services
5	Implement a new supplier form which will incorporate sustainability questions and social value questions. Develop and monitor this process and in time build up a database for all new suppliers to align to Net Zero goals.	2030-2035	20%	Purchased Goods and Services
6	Update the current Sustainable Travel Policy to support environmental impact of choices when travelling, staying in hotels and commuting. The priorities within this policy will support active travel and low emission travel options where appropriate.	2027	10%	Business Travel Commuting

	Monitor and consider alternatives to air-based travel as a priority and commit to offering support to workforce with options for active travel schemes, such as bike to work or car sharing opportunities. Utilise the emissions travel hierarchy: - Digital communication - Walking and cycling - Public and shared transport - EV's and car sharing/clubs - ICE vehicles and car sharing/clubs - Air travel Also consider adding into the policy promoting the booking of highly sustainable hotel options for overnight stays.			
7	Across the organisation, promote active travel opportunities, raising awareness of the Cycle to Work Scheme, and promoting the use of rail cards. Also consider more creative ways to engage and support the workforce to influence change. Examples include setting an internal organisational carbon credit scheme (limited to a set number of tCO₂e per year), offering extra holiday days for low-emission travel choices, providing bonuses, subsidising travel, and equalising mileage payments across diesel, petrol, EV, and cycling journeys.	2026-2027	15%	Business Travel Commuting
8	For the next reporting period, add in additional question on the commuting survey to ask about home renewable energy tariff. Before this host a lunch and learn session with all staff about renewable energy. Positive Planet to support with this.	2026-2027	15%	Commuting

Declaration and Sign Off

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

This Carbon Management Plan has been reviewed and approved by The Advocacy People Executive Team.

Signed on behalf of The Advocacy People

Name:

Position:

Date:

¹ <https://ghgprotocol.org/corporate-standard>

² <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>