



CARBON REDUCTION PLAN

Supplier name: This is GAIN Limited
Publication date: 06/08/2025

Commitment to achieving Net Zero

This is GAIN Limited is committed to achieving Net Zero emissions by **2050**, in line with the UK Government target. This requires a 100% reduction in greenhouse gas emissions by 2050, as compared to a 2022 baseline.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past; these were produced prior to the introduction of any strategies to reduce emissions. These provide a clear reference point against which emissions reductions can be measured.

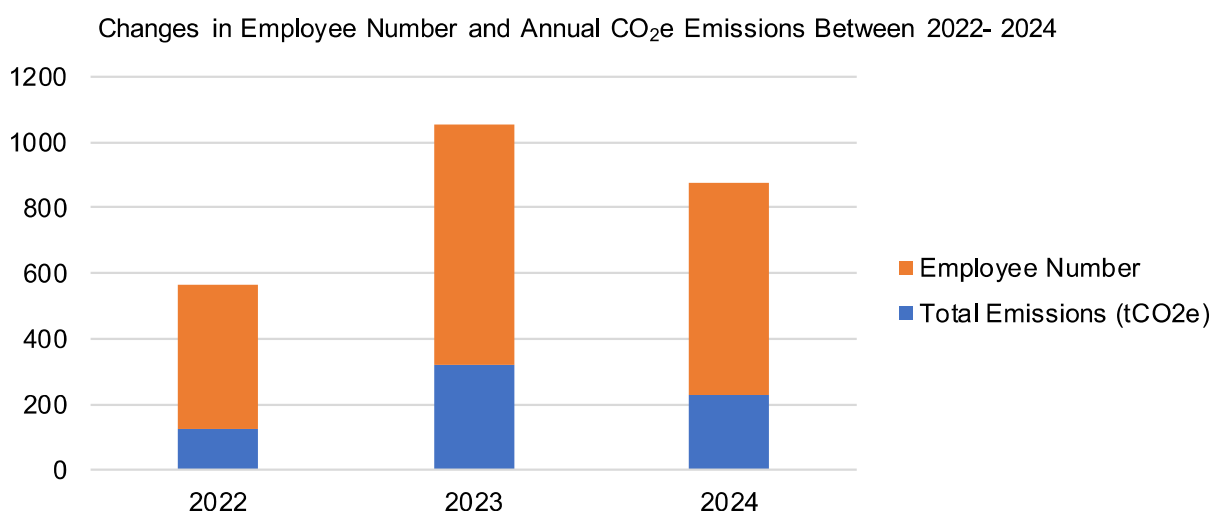
Scope	Category		Source Description	Emissions (tCO ₂ e)		
				2022 (Baseline Year)	2023	2024 (Current Reporting Year)
1			Direct emissions from owned or controlled sources (stationary combustion).	0.0	0.0	0.0
2			Indirect emissions from the generation of purchased electricity.	42.1	91.2	59.0
3	3	Fuel-and-energy-related activities not included in Scope 1 or Scope 2	Emissions from the production, transmission and delivery of purchased energy.	11.8	23.9	13.7
	4	Upstream transportation and distribution	Emissions from the transportation of purchased goods and services from suppliers to the company's operations.	0	0	0
	5	Waste generated in operations	Emissions from the treatment and disposal of waste generated by company operations.	0	0	0
	6	Business travel	Emissions from business-related travels by the company's employees.	22.0	103.6	62.5
	7	Employee commuting	Emissions from employees commuting to and from work.	46.3	97.8	91.4
	9	Downstream transportation and distribution	Emissions from the transportation of products to consumers and/or the final disposal of products.	0	0	0
	Total			122.2	316.5	226.6



We used an activity-based method (the scope of which is defined such to be relevant to emissions reporting) to calculate our Scope 1, 2 and 3 emissions, using emission factors from the UK Government GHG Conversion Factors for Greenhouse Gas (GHG) Reporting and the Association of Issuing Bodies (AIB) (for the emissions associated with our UK-purchased electricity). These factors are suitable for use by UK-based organisations of all sizes and international organisations reporting on UK operations.

This is GAIN Limited has reported 0 tCO₂e emissions for Scope 1 – we do not have any direct greenhouse gas emissions from sources This is GAIN Limited owns or controls. We have additionally reported 0 tCO₂e for the emissions associated with Scope 3 categories 4 (upstream transportation and distribution), 5 (waste generated in operations), and 9 (downstream transportation and distribution), respectively. As This is GAIN Limited is a digital, service-based agency with no physical products, our operations do not generate waste, nor do we transport or distribute any purchased or sold goods; emissions from these Scope 3 categories are not applicable to our business.

These emissions equate to carbon intensity metrics of **2.5 tCO₂e/£m revenue** and **0.26 tCO₂e/FTE** for our baseline year (2022), and **2.6 tCO₂e/£m revenue** and **0.33 tCO₂e/FTE** for 2024. The graph below shows the trend in carbon emissions, as our employee number has changed over time:



Emissions reduction targets

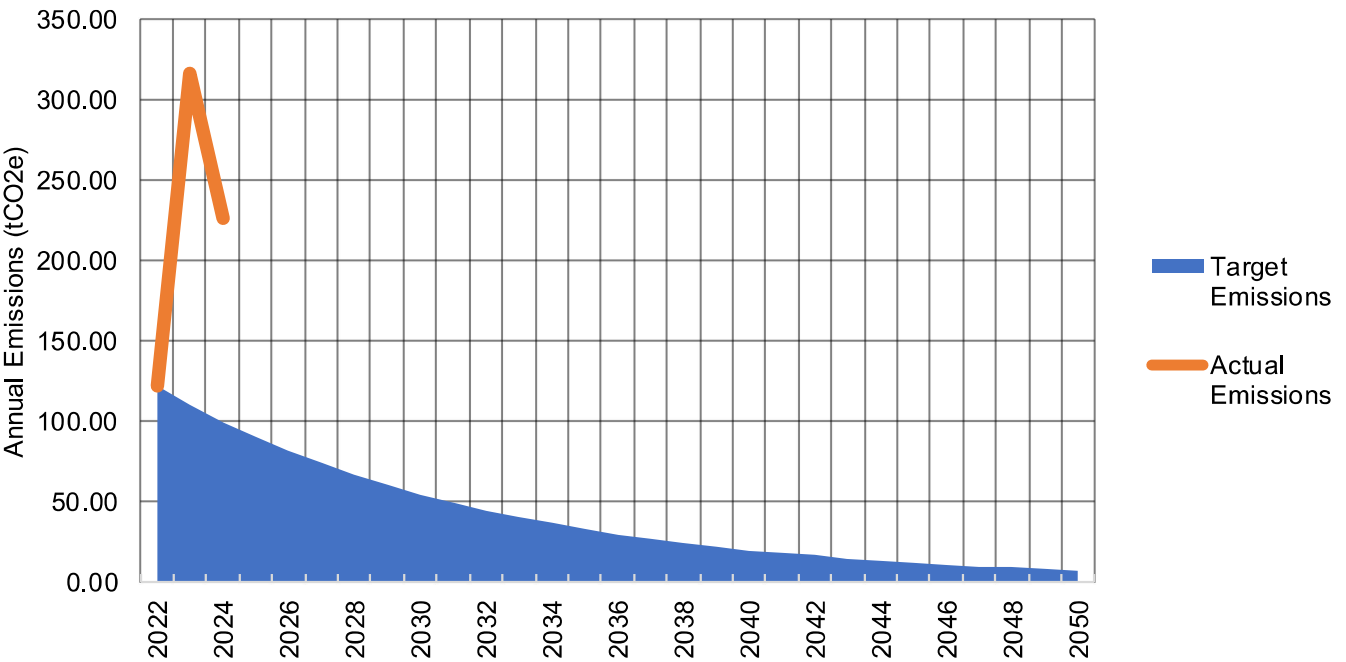
This is GAIN Limited will support the goals of the Paris Agreement and transition towards net zero emissions by 2045 using a phased approach. To achieve true Net Zero, as defined by the Science Based Targets Initiative, we must achieve a 90% emissions reduction across our operations from the 2022 baseline (by 2045) and abate any remaining emissions using verified carbon offset schemes.

Target	Description
Overall	· We project that our annual carbon emissions will decrease by >55% over the next five years (by 2030) to 54.51 tCO₂e, from our 2022 baseline. · Reduce our total Scope 1, 2 and 3 emissions by 90% by 2045. · Abate the remaining 10% of our emissions, in conjunction with present emissions reduction efforts to achieve Net Zero emissions by 2050.
Near-term	· Reduce Scope 1, 2 and 3 emissions by 9.58% each year, keeping on track to achieve >90% emissions reduction (12.03 tCO₂e) by 2045.

Long-term	· Reduce our total emissions (Scope 1, 2 and 3) by >90% by 2045. · Neutralise any residual emissions using verified carbon offset schemes such as Switch2Zero or <u>Ecologi</u> to reach Net Zero emissions by 2050.
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Progress against these targets can be seen in the graph below:

Carbon Reduction: Target vs Actual



Carbon Reduction Projects

The following environmental management measures and projects have been implemented since our 2022 CO₂e emissions baseline assessment was carried out; these will continue to be in effect throughout the duration of the contract.

Owing to the growing size of our business (as illustrated by our growth in employee number from 445 in 2022, to 650 in 2024), these carbon emission reduction schemes have not yet been able to successfully contribute to the lowering of our overall emissions – however, by applying further reduction strategies and monitoring our emissions more stringently, as outlined by this Carbon Reduction Plan, we are now on track to achieve the 9.58% annual emissions reduction (as outlined below), in accordance with our projected trajectory to achieve Net Zero by 2050.

Level of Operations	Activity	Action	Key Performance Indicator (KPI)	Year Completed
	Implement climate	1. Our policies now adhere to local	% CO ₂ e-compensated flights	2023

Business Travel	positive travel policies	reporting standards on business travel and commuting emissions (e.g. the Netherlands' <i>Werknemers Mobiliteitsregeling</i>). 2. All of our flights are now CO₂e-compensated. 3. Initiatives have been implemented to improve business travel sustainability.		
Carbon footprint management	Monitor energy and carbon emissions.	1. Monitor CO₂e emissions for Scopes 1, 2 and 3. 2. Set long-term targets for Net Zero CO₂e emissions by 2050. 3. Source >70% company electricity from renewable sources. 4. Conduct annual energy audits.	Annual CO₂e emissions % Total electricity procured from renewable sources	2022

Future Carbon Reduction Initiatives

The following environmental management measures and projects are planned for implementation, to further the carbon reduction measures currently in place. The measures outlined below are designed to achieve significant carbon emission reductions, in line with This is GAIN Limited's target emissions projections:

Level of Operations	Activity	Objective	Key Performance Indicator (KPI)	Target Year
Purchased electricity	Increase the proportion of electricity procured from renewable ('green') sources	Increase the total proportion of electricity procured from renewable sources to 90%, such as solar and wind energy, as in our Canada and Bristol offices.	% Total electricity procured from renewable sources	2028
Business travel	Establish a sustainable business travel policy	Achieve a 20% reduction in travel-related CO ₂ e emissions by formally prioritising virtual meetings, promoting low-carbon travel options when travel is unavoidable and exploring offsetting schemes.	% Reduction in business travel-related CO₂e emissions. % Client visits completed using	2027

			sustainable travel methods.	
	Prioritise land/sea transport options over air transport	1. Implement a train-first policy: where possible, encourage all employees to prioritise using trains, rather than air transport (particularly when travelling overseas). 2. Enable employees to work on trains.	% Reduction in spend on flights.	2026
	Reduce car-related commuting emissions	1. Encourage employee to use car-sharing schemes. 2. Incentivise employees to switch to electric vehicles, through our electric car salary sacrifice scheme (in association with Octopus Electric Vehicles).	% Reduction in emissions from employee commuting (by car).	2026
Employee commuting	Encourage active transportation	1. Promote the use of less energy-consuming transportation methods, such as walking, running and cycling, by providing safe bike storage facilities and information on local routes and pathways. 2. Incentivise employees to engage with these alternative transport options, by offering options such as cycle to work schemes and daily step competitions.	% Reduction in kilometres travelled by employees on: a) buses b) cars c) trains.	2026
	Carbon offsetting	Offset 10% annual emissions by investing in carbon offsets through accredited platforms such as Switch2Zero or Ecologi.	% Total emissions offset annually.	2026

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 standard¹ using ESG Advantage (a GHG Protocol-aligned certified carbon footprint assessment tool). This approach uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

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) Standard³,

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

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

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



using the GHG Protocol-aligned ESG Advantage platform. All data has been verified by an expert third-party, Transformacy Group Ltd.

This Carbon Reduction Plan has been reviewed and signed off by This is GAIN Limited's Board of Directors.

Signed on behalf of the Supplier:

Tamsin Ashworth, Chief Financial Officer

Date: 6th August 2025