

# Carbon Reduction Plan

We are absolutely committed to achieving Net Zero emissions by 2050.

## Baseline Emissions Footprint

Stack Data Strategy was founded in 2021, and as such our baseline and first reporting period apply to the same financial year, from 1<sup>st</sup> of January 2021 to 31 December 2021.

Baseline Year: 2021	
Baseline year emissions: 34.66 tCO <sub>2</sub> e	
EMISSIONS	TOTAL (tCO <sub>2</sub> e): 34.66 tCO <sub>2</sub> e
Scope 1	0 tCO <sub>2</sub> e
Scope 2	2.03 tCO <sub>2</sub> e
Scope 3 (included Sources)	32.64 tCO <sub>2</sub> e
Total Emissions	34.66 tCO <sub>2</sub> e

## Current Emissions Reporting

Our current and baseline years are the same, however current emissions are reported below in alignment with the government template.

Reporting Year: 2021	
EMISSIONS	TOTAL (tCO <sub>2</sub> e): 34.66 tCO <sub>2</sub> e
Scope 1	0 tCO <sub>2</sub> e
Scope 2	2.03 tCO <sub>2</sub> e
Scope 3 (included Sources)	32.64 tCO <sub>2</sub> e
Total Emissions	34.66 tCO <sub>2</sub> e

### GHG accounting methodology

Our company emissions for 2021 have been calculated following the latest version of the GHG protocol, using the GHG Protocol Emissions Calculation Tool<sup>1</sup>. Emission factors are taken from the 2021 UK Government (BEIS + DEFRA) Data set.

Emissions are detailed following the PPN\_0621 Technical standard for completion of Carbon Reduction Plans, including scope 3 categories and minimum boundaries.

**NB: GHG emissions reporting scope and exclusions apply to both baseline year and current emissions reporting as they cover the same period.**

### Scope of the GHG reporting

Emissions are reported using the operational scope approach, accounting sources on which our company exercises direct operational control. Our reporting includes scope 1, 2 and 3 emissions, following UK Government guidance, for the following activities:

	<b>Emissions (tCO<sub>2</sub>e)</b>	<b>% of activity data estimated</b>	<b>% of Stack Data Strategy emissions</b>
<b>SCOPE 1</b>	n.a.	n.a.	n.a.
<b>SCOPE 2</b>			
PURCHASED ELECTRICITY (Location-based)	2.03	100%	5.86%
<b>SCOPE 3</b>			
BUSINESS TRAVEL	31.79	0%	91.72%
EMPLOYEE COMMUTE	0.83	100%	2.39%
WASTE	0.01	100%	0.03%
UPSTREAM TRANSPORTATION AND DISTRIBUTION	0.00	100%	0%
DOWNSTREAM TRANSPORTATION AND DISTRIBUTION	0.00	100%	0%

All emissions were from sources in the United Kingdom. Activity data estimates were used for all emission sources relying on best available information from Stack Data Strategy's office management company (Second Home) on purchased electricity and waste management. Stack Data Strategy has no operational control over these emission sources, but they are included to make this footprint as thorough as possible. We cannot state the amount of electricity used specifically

<sup>1</sup> <https://ghgprotocol.org/ghg-emissions-calculation-tool>

for our rented desks but Second Home sources 100% of its energy supply from renewable sources.

Upstream transportation and distribution: our company does not process any materials therefore this category does not apply to our activity. Emissions are reported in the table above as 0.00t CO<sub>2</sub>e.

Downstream transportation and distribution: our company does not process any materials therefore this category does not apply to our activity. Emissions are reported in the table above as 0.00t CO<sub>2</sub>e.

### **Scope exclusions**

Stack Data Strategy is a data analysis and polling company which does not process any materials, and whose entire activity is office-based. For this reason, the following emissions categories (which are irrelevant for our activity) have been excluded:

#### **SCOPE 1**

- Stationary combustion: Stack Data Strategy rents offices in a shared office environment owned and managed by a third party, and therefore does not produce electricity, steam, heat, or power.
- Mobile combustion: the company does not lease or own any vehicles.
- Refrigerants: Stack Data Strategy has no operational control over refrigerants in the office space occupied, and no information was available from the office management company.

#### **SCOPE 3**

- Upstream transportation and distribution: our company does not process any materials therefore this category does not apply to our activity. Emissions are reported in the table above as 0.00t CO<sub>2</sub>e.
- Downstream transportation and distribution: our company does not process any materials therefore this category does not apply to our activity. Emissions are reported in the table above as 0.00t CO<sub>2</sub>e.

Stack Data Strategy has endeavoured to do the most complete accounting of emissions for this baseline year (including scope 3 emissions), in line with UK Government best practice guidelines, and actively engaged its office management company Second Home in doing so.

### **Emissions reduction targets**

Our baseline emissions analysis reveals that more than 90% of our GHG emissions come from business travel. In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets, using an impact ratio per employee:

- **We aim to halve our carbon emissions over the next five years in 2027.**

- As a young and growing company, our best impact ratio to normalise and track our progress towards this emissions target going forward is by full time equivalent (FTE) staff. Stack Data Strategy employed 9.1 FTE in 2021, resulting in a carbon footprint of 3.82 tCO<sub>2</sub>e/FTE. **Our target will be to bring this impact down to 1.9 tCO<sub>2</sub>e/FTE by 2027.** This target will cover emissions in all scopes but focus mainly on scope 3 to achieve reductions.

Achievement of this target will be the responsibility of the Chief Operating Officer of Stack Data Strategy.

### **Carbon Reduction Projects**

In the future we intend, in order further to reduce our carbon emissions, to:

- Introduce a new default expectation that no physical international travel be necessary for the conduct of our business, for example by agreeing to participate in conferences and events only if remote participation can be accommodated. This achievable measure can ultimately remove the majority of our emissions. As a small business doing international research work we cannot be categorical about stopping business travel, as client demand may on occasion require it, but we stand by our ambitions as stated here;
- Maintain a policy of “no parking” at the office, requiring that employees continue to walk, cycle or at worst use public transport to come to work;
- To support staff in choosing no-carbon transport options we will explore implementation of a cycle-to-work scheme by 2022;
- To the extent we’re able given our size and concomitant leverage with co-working or serviced-office landlords, we will continue to use only renewably-produced energy;
- We also explore the feasibility of offering research participants the ability to redeem their survey rewards for tree planting, via a service called EcoMatcher.

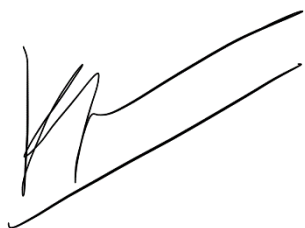
**Declaration and Sign Off**

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standards 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 standard<sup>2</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>3</sup>.

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) Standard<sup>4</sup>.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

**Signed on behalf of the Supplier:****Kieran Kumaria**

Chief Operating Officer

Date: **7 January 2022**

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<sup>2</sup> <https://ghgprotocol.org/corporate-standard>

<sup>3</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>4</sup> <https://ghgprotocol.org/standards/scope-3-standard>