

Carbon Report 2020

The following report formally documents Pawprint's environmental impact and the steps we are taking to reduce this impact as much as possible, as soon as possible.



Disclaimer

Pawprint has committed to zeroing its carbon footprint by 2050. Yup, on the surface that's pretty slow for a leader in the carbon space.

Hear us out...

Achieving zero emissions without carbon removals / offsetting is currently impossible - UK infrastructure doesn't allow it.

Most carbon offsetting, in its current state, can't guarantee permanence. That's not to say that projects that protect and restore nature aren't important; they absolutely are. But Pawprint is uncomfortable using them to zero its footprint. We'd rather support them alongside our carbon-reducing initiatives.

This means, until such time as permanent removals are reliable and affordable (the technology is coming!), to progress towards zero we must focus on reduction. That works for us, it's what we're all about anyway - meaningful impact through behavioural change! See p.11 of this report for a full list of the reduction initiatives we're implementing this year, or learn more about how the Pawprint app works [here](#).

Of course, 'until such time as permanent removals are reliable and affordable...' is a rather wooly statement. Our sustainability committee hated that - we want hard and fast commitments that prove our dedication to zero emissions.

The problem is that as a young company we only have one year's worth of carbon footprint data to go on. This doesn't allow us to forecast what our footprint might be in 5/10/15 years, and since permanent technologies are still in their infancy we're also in the dark about when they might become commercially viable for us.

To put it simply, making any sort of commitment about when we will be able to permanently store our unavoidable emissions would be a complete guess. And we don't make promises we can't keep.

So, in the name of transparency, our commitment is this: we will report our carbon footprint every year over the next 4 years. In 2025, we will use the data we have collected to map out exactly how and when we will turn to permanent removals. At this point, we should be able to bring our real net zero commitment forward from 2050.

In the meantime, we will implement the reduction initiatives we have laid out in this report (and any more we think of as we learn and grow). To hold us accountable we have set science-based targets. By 2025, we should have reduced our footprint by 21% at a minimum.

A note on nature: Nature is powerful and must be included in the green transition. We are working to protect and restore our planet through monetary donations to eco charities, which are verified through our membership with 1% for the Planet.

Our Carbon Footprint 2020 *

18.881 tCO₂e

(metric tonnes of carbon dioxide equivalent emissions)

That's the same as flying business class from
London to Hong Kong and back again...

**reporting period 01/04/2020-31/03/2021*

Average footprint per employee

Within our reporting period Pawprint had 19 FTE (Full Time Equivalent)
employees, making our average footprint per employee:

0.994 tCO₂e

(metric tonnes of carbon dioxide equivalent emissions)

That's the same as driving from Edinburgh to London
five times in an average car...

Before going any further, we want to emphasise that the past year wasn't a normal one for Pawprint (or the world). With everyone working from home and all company events taking place virtually, we suspect some areas of our emissions are a little lower than 'normal'. But we're determined to do everything we can to keep our environmental impact low, even as we return to post-pandemic norms. As laid out in this report, we've set ourselves science-based, carbon reduction targets that will lead Pawprint to become a real net-zero company by 2050, at the latest.



What is 'a real net zero company' and why aren't we aiming for sooner?

As much as we'd love to, Pawprint – like all other businesses – can't suddenly cut all emissions and continue to operate. What we can do is commit to a strategy of real net zero, by which we'll do everything we can to reduce our emissions all the way to zero as quickly as possible.

For us, becoming 'net-zero' immediately simply by offsetting our emissions isn't enough. Don't get us wrong, there are many wonderful projects out there, with huge benefits for people and planet, but reduction must be the first priority.

Our strategy is to first make our operations, behaviours and services as sustainable and

efficient as possible; focus investment in areas where we can make the biggest internal emissions reductions; and – as per the disclaimer kicking off this report – take advantage of ongoing developments in low-carbon technology to accelerate the journey to zero emissions.

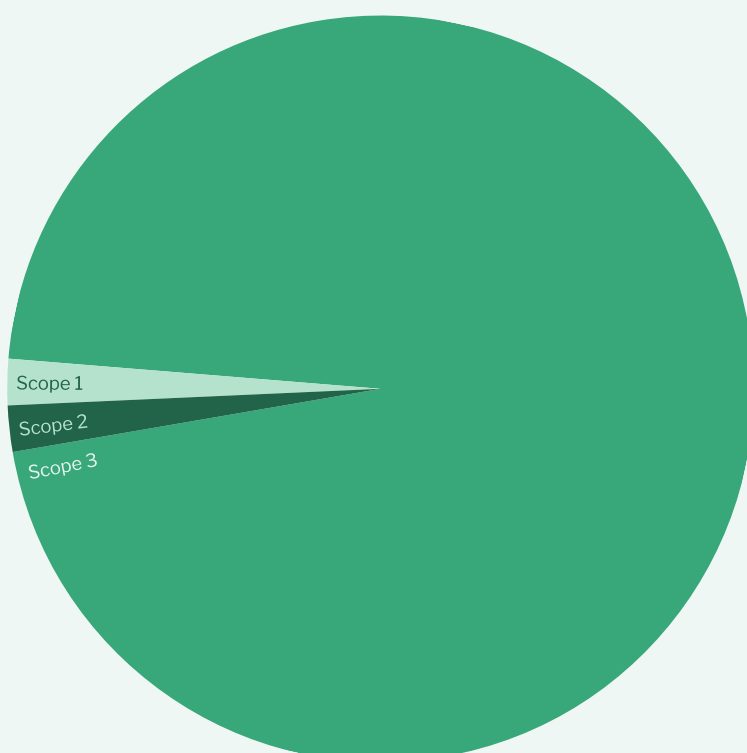
Detailed below, our science-based targets outline the trajectory we need to maintain to reach zero by 2050. We'll try to move faster, and while 'reduction first' will always be at the forefront of our strategy, we will keep tabs on carbon removal solutions and markets (both nature-based and permanent removal technologies) in the hopes that going forward, this will become an increasingly viable, reliable and affordable avenue for businesses.

Emissions breakdown by scope

Scope 3 covers a company's indirect emissions; stuff outside of our organisation and along our supply chain. SMEs aren't currently required to report their Scope 3 emissions, but since it makes up the majority of our total footprint, we know it has to be included in our report and reduction targets. We recommend other organisations do the same.

Scope 1	1.387
Scope 2	1.239
Scope 3	16.254
All Scopes	18.881

(tCO2e)



GHG Emissions **by source**

Category	Total (tCO2e)	Scope 1 (tCO2e)	Scope 2 (tCO2e)	Scope 3 (tCO2e incl. WTT*)
Biogas	0.002	n/a	n/a	0.002
Business Travel	0.149	0.118	n/a	0.031
Computers	8.985	n/a	n/a	8.985
(Smaller) Electricals (incl. keyboards, monitors etc.)	1.125	n/a	n/a	1.125
Electricity (UK)	1.501	n/a	1.214	0.286
Electricity (Netherlands)	0.032	n/a	0.025	0.007
Freight	0.568	n/a	n/a	0.568
Hotel Stays	0.016	n/a	n/a	0.016
IT Services (software)	4.444	n/a	n/a	4.444
Natural Gas	1.434	1.269	n/a	0.165
Paper	0.02	n/a	n/a	0.02
Plastic	0.02	n/a	n/a	0.02
Supplier online services (electricity used for purchased services from legal paperwork, to marketing support, to content creation)	0.092	n/a	n/a	0.092

Category	Total (tCO2e)	Scope 1 (tCO2e)	Scope 2 (tCO2e)	Scope 3 (tCO2e incl. WTT*)
Textiles (branded tshirts)	0.002	n/a	n/a	0.002
Waste (domestic)	0.292	n/a	n/a	0.292
Water use (domestic)	0.075	n/a	n/a	0.075
Website and Web App (Desktop Use)	0.056	n/a	n/a	0.056
Website and Web App (Smartphone Use)	0.067	n/a	n/a	0.067
Website and Web App (Tablet Use)	0.003	n/a	n/a	0.003

Emissions by main greenhouse gases

Category	Total (tCO2e)	tCO2	tCH4	tN2O
Scope 1	1.387	1.384	0.002	0.001
Scope 2	1.239	1.203	0.004	0.007
Scope 3	16.254	0.555	0.000	0.008
All Scopes	18.881	3.143	0.006	0.016

tCO2: tonnes of carbon dioxide

tCH4: tonnes of methane

tN2O: tonnes of nitrous oxide

How did we calculate our carbon footprint ?

Pawprint used the services of Compare Your Footprint, an online application designed by experienced environmental management consultants to calculate and report organisations' Scope 1, 2 and 3 emissions. Their calculations were made by applying verified conversion factors to our consumption data, all of which adhere to the Greenhouse Gas (GHG) Protocol Corporate Accounting and Reporting Standard.



What's included?

(Home)office

To calculate the company's home office emissions, we sent a survey to Team Pawprint to collect their energy supplier and usage from last April to March. Taking into account the number of people living in each household, and the hours worked by each employee within this period, we calculated total WFH emissions* based on:

- **electricity usage in kWh**
(using the most recent fuel mix published by each energy supplier)
- **gas usage in kWh**
(including a percentage of biogas provided by certain suppliers)

** where any employee was unable to provide their energy usage (for example if they'd recently changed supplier or moved house), we used average figures from EcoAct's Homeworking Emissions Whitepaper 2020*

Lockdown restrictions meant very little time was spent in the Pawprint office at WeWork Edinburgh, but we certainly couldn't ignore our share of the building's emissions. Pawprint had one active desk in the office within our reporting period, so we added a proportion of the building's electricity and gas usage* to our total, calculated using our percentage occupancy of the space.

**Pawprint's share of WeWork's emissions does not include gas used specifically for the basement showers, as no Pawprint employee used them within the reporting period.*

Equipment

The emissions of electronic equipment purchased within our reporting period was calculated using total spend on:

- laptop computers for staff
- other small electricals to assist with home office set-up where necessary (including monitors, keyboards, computer mice etc.)

Deliveries

We keep a record of all deliveries paid for by the company, within our reporting period this consisted of:

- 20 deliveries of electronic equipment, merchandise, books and other small gifts
- 200 cans of beer for individuals that supported and advised Pawprint throughout the year, and our virtual Christmas party

Unfortunately we can't track the exact routes our deliveries took to reach their destination, so we've allocated 25km of third party freight emissions* to each of our deliveries.

**With no way of confirming the exact delivery vehicle used for each delivery, we decided to assume the highest emitting vehicle type was used, in this case an average HGV.*

IT services & software

Pawprint utilises various IT-based services for marketing and operational purposes. Our total spend on software was used to calculate our IT emissions.

Our app and website

We calculated the dwell time emissions of our marketing site and Progressive Web App using:

- the total number of users within our reporting period
- the average session duration
- a specific breakdown by device (desktop/smartphone/tablet)

The Pawprint App launched on the Google Play and Apple App Stores in May 2021 (in case you hadn't heard), so emissions from our mobile app will be featured from next year.

Business travel and hotel stays

Pawprint isn't really a business travel kind of company, but when it happens we'll cover it. In the last year this amounted to:

- one return car journey from Edinburgh to Manchester
- one night's stay in a single hotel room in Manchester

Textiles

When we buy branded merchandise, the sole purpose is to spread the Pawprint word far and wide in order to get more people on board the carbon saving wagon. During our reporting period, we purchased:

- 7 branded T-shirts from [Teemill](#), an organisation committed to low-waste, circular fashion

Paper and plastic purchases

Again we try to limit our use of both these resources, only buying products we deem necessary and beneficial to the Pawprint cause. During our reporting period we purchased:

- 61 books (the majority being our go-to carbon footprinting manual, *How Bad Are Bananas* by Mike Berners-Lee) for staff and supporters
- 2 packets of envelopes for postage
- a selection of small items containing plastic for marketing content

Supplier online services

As a young start-up, we called on various experts and advisors throughout the year to help us with anything and everything from legal paperwork, to marketing campaigns, to the odd blog for our website. To account for their work, we've included the emissions of the time they spent online helping Pawprint get to where we are. Next time we gear up to report our emissions, we'll engage more closely with our suppliers to gather data for a more personalised, accurate calculation of the emissions associated with their services.



Water use

This year we calculated the emissions of employees' domestic water use with the help of averages provided by Compare Your Footprint, specific to our reporting period. Without a standardized method, it is challenging to calculate exact water usage at individual employee level. We will seek expert advice to make improvements in this area, perhaps contributing to the costs of water meters for employees and encouraging similar action in our office space. We hope that engaging in the efforts of the wider water industry will speed up progress in this space across sectors.

What isn't included?

Employee commuting

With everyone working from home, we didn't have commuting emissions to report this year – they will definitely feature in next year's report!

Waste

Again, we calculated the emissions of employees' domestic waste sent to landfill using averages provided by Compare Your Footprint, specific to our reporting period. With so many people working from home, we lacked a standardized method to measure individual waste. Going forward we will formalize our own waste policies and work alongside our office provider to ensure our share, and all waste from the premises is minimised and responsibly disposed of.



The road to real net zero – our carbon plan

The following targets are based on carbon reductions in line with the Science Based Targets initiative's model to limit global warming to 1.5°C.

Rather than settle on these targets, we see them as the bare minimum, and will strive to reduce our emissions faster.

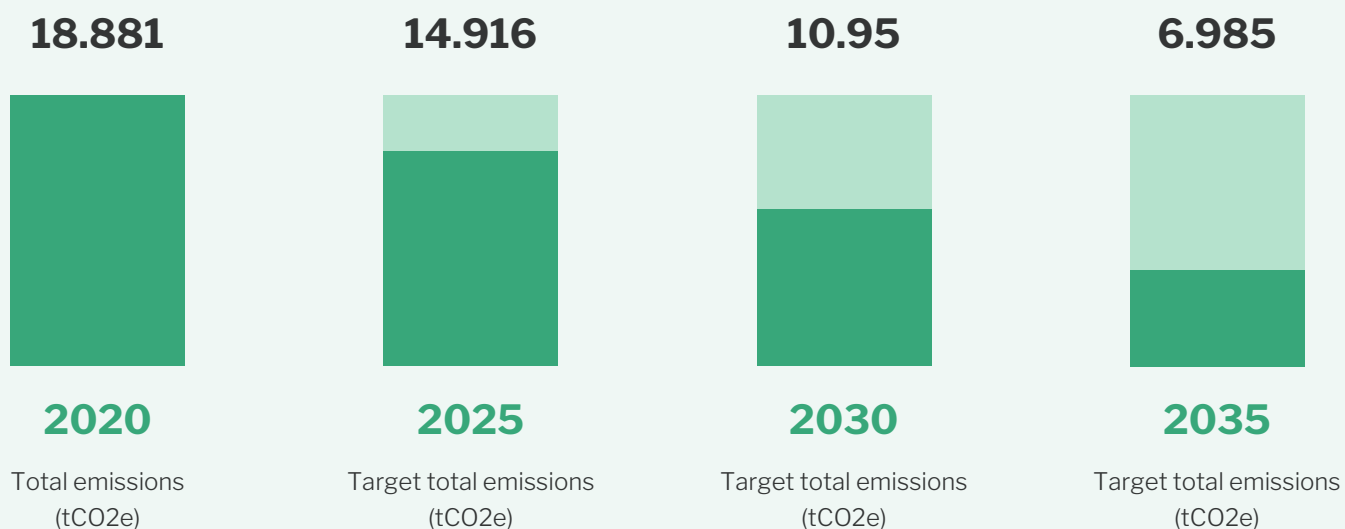
We promise to communicate our successes and shortcomings along the way, and adjust our strategy accordingly to ensure any rise in emissions is met with an even bigger rise in reduction efforts.

You'll notice we've set reduction targets for our Scope 1, 2 and 3 emissions. At the moment, SMEs are only required to report their Scope 1 & 2 emissions,



leaving Scope 3 voluntary. We've included Scope 3 not only because it's just the right thing to do, but also because it's almost always an organisation's biggest emitter. It offers the greatest potential to get those emissions down - a win-win!

Science-based targets



	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Scope 1	1.387	1.329	1.270	1.212	1.154	1.096	1.037	0.979	0.921	0.86	0.804	0.746	0.615	0.630	0.571	0.513
Scope 2	1.239	1.187	1.135	1.083	1.031	0.979	0.927	0.875	0.823	0.771	0.719	0.667	0.688	0.563	0.510	0.458
Scope 3	16.254	15.570	14.888	14.205	13.520	12.841	12.160	11.475	10.790	10.160	9.427	8.745	8.060	7.378	6.695	6.014
All Scopes	18.881	18.086	17.293	16.5	15.705	14.916	14.124	13.329	12.534	11.794	10.95	10.158	9.363	8.571	7.776	6.985

As recommended by [SBTi](#), these targets represent:

- a **21% reduction in Scope 1, 2 & 3 emissions by 2025**
- a **42% reduction in Scope 1, 2 & 3 emissions by 2030**
- a **63% reduction in Scope 1, 2 & 3 emissions by 2035**
- **real net zero emissions by 2050**

We see these targets as the bare minimum, and will strive to reduce our emissions faster



Emissions per employee

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
tCO2e	0.994	0.952	0.910	0.868	0.827	0.785	0.743	0.702	0.660	0.621	0.576	0.535	0.493	0.451	0.409	0.368

As a start-up, Pawprint will grow quickly over the next few years. More people of course means more potential emissions, and we will be completely open in reporting any increases and up our reduction efforts to match.

Despite our ambition to build the team, we will strive to keep the environmental impact of each member as low as possible, ensuring sustainable practice is at the forefront of company-wide operations right down to individual employee level.



How will we do it?

Scope 1 & 2 Emissions

As Pawprint grows, our energy demands inevitably will too - but we're committed to putting measures in place to minimise our consumption wherever possible, and make the greenest choices available. Our commitment to respect and conserve resources is laid out for all staff in our Employee Handbook and emphasised to new starts when they begin work with us.



Home offices

- Having recently partnered with [Big Clean Switch](#), offering savings for employees switching to green energy providers, we will continue to encourage and support Pawprinters to make the greenest choice when it comes to their energy provider. We will share a recommended supplier list with employees to encourage a swap to a company that's generating its own energy or sourcing it from companies generating energy from renewable sources.
- From the release of this report, when an employees' energy tariff is up for renewal, if they would still have to pay more than they did before switching to a green energy provider, we will subsidise the difference, to help ensure all staff are on renewable energy tariffs as soon as possible.

- We are also committed to educating employees on sustainable home working practices (see some examples from our eco blog [here](#))



Pawprint office

- We will engage with the owners and management team in charge of our shared office space to promote the use of renewable energy in the building
- We'll keep our private office space as low-energy as possible - that means we'll limit lights and gadgets to what's really necessary

Pawprint's [handy guide to sustainability in the office](#) has been shared internally to raise our own awareness when it comes to working sustainably at the office, and is publicly available too.

Scope 3 Emissions

For the majority of businesses, Scope 3 emissions are the big hitter; and while it's not always easy, we highly recommend all that organisations report and make plans to reduce their Scope 3 emissions as soon as possible.

Equipment

- We will take a common sense approach and only buy electronic equipment for staff that is necessary for them to work (for example, someone planning to work from home full-time is likely to need a computer monitor to set up their home office, while someone planning to spend most of their time in the Pawprint office probably doesn't)
- We will always strive to find repair options for any damaged or faulty equipment over buying new. All new equipment must meet a minimum energy efficiency standard.
- When required we will buy second hand equipment for items such as work phones



- Our Employee Handbook makes clear that every employee is responsible for taking care of their equipment, and official policies clarifying the appropriate use of technology to avoid damage and waste are in the works
- We have partnered with Junk It, a local organisation that collects, responsibly recycles or rehomes electronic equipment, and we're committed to sending no company e-waste to landfill

Deliveries

- We'll try to keep our deliveries to a minimum, and where we can we'll send multiple deliveries at the same time in an effort to reduce the journeys required
- We will always look for green delivery options such as electric vehicles, and for short deliveries (in and around Edinburgh) we will use the services of a local bicycle delivery company whenever possible
- Regarding Pawprint's own merchandise, we won't bulk buy or blanket sell, and we're committed to using sustainable suppliers

Business travel and hotel stays

- Pawprint has a no domestic flights policy and favours travelling for work by train instead of individuals driving or flying
- Where hotel stays are required, employees are encouraged to make sustainable choices and avoid extravagant, resource-heavy activities
- When travelling, employees are encouraged to make use of the Travel section of the Pawprint App, which provides a variety of positive actions and habits to reduce the impact of business travel
- Our most recent business trips, all part of the Pawprint Summer Sprint Tour, took place in a fully electric Mini kindly provided by Peter Vardy
- We will offer an increased food expense budget for plant-based options

IT services and software

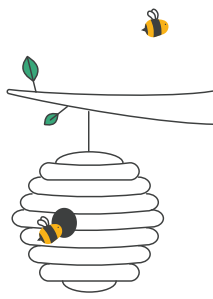
- This area definitely needs work, but it's not something we can change on our own
- As a tech-based business, rather than limiting our IT and software usage, we will instead take the supplier engagement route by identifying our key suppliers and engaging in their own target setting process. We'll take the environmental impact of suppliers into consideration before using their services, and look to work with and harness the power of our own customers to increase pressure on any suppliers we don't believe to be doing enough to reduce their environmental impact

Paper and plastic purchases

- We'll simply avoid these where we can, reducing our need for paper by keeping operations digital
- If we need paper or plastic products for business and marketing purposes, we will seek out responsibly sourced materials from the greenest suppliers, reusing products as much as possible

General waste

- We will invest in reusable bowls and plates for our office space, so no Pawprinters have to make use of single-use options in the building
- We will encourage our office provider to introduce reusable options and recycling services for a wide variety of items



App and website

- In the long run, the more people that visit our website and use our app, the more carbon will be saved - that makes this the one place we're hoping for an increase!
- We are committed to maximising the energy efficiency of our site - so we'll keep things concise, optimise images and fonts to reduce their consumption, and stay up to date with the efficiency of our hosts and servers, applying pressure where necessary if more could be done in this space



Where does Pawprint fit into this?

We want to practice what we preach, so alongside everything else Team Pawprint will be making regular use of the [Pawprint App](#) to maximise everyday carbon savings, learn and share sustainable tips and tricks, and even stoke up some healthy internal competition.

Giving back – Our charity partners

Thanks to our in-app reward system, Pawprints, we also make regular donations to community-based and sustainability-minded charities. This means our users' efforts to reduce their Pawprints go even further, by supporting these amazing initiatives and the work they do to help all corners of the world.

We donate to different charities on a rotating basis, our current partners are:

