

# Carbon Reduction Plan

Supplier name: Wavehill

**Published: 01/2022**

## **Commitment to achieving Net Zero**

Wavehill was established in 1992 in response to a growing demand for independent monitoring and evaluation services. In 2020, Wavehill became an employee-owned business and has over 25 staff and associates with offices in Aberaeron on the west coast of Wales, Bristol, Newcastle and London.

***Wavehill is committed to achieving Net Zero emissions by 2050 and we are committed to report progress annually.***

***As an organisation, Wavehill is committed to building a sustainable future and achieving net zero emissions by 2026, where possible reducing, rather than offsetting, our CO<sub>2</sub> emissions.***

## **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.

<b>Baseline Year: 2019/20</b> (reporting period 1 <sup>st</sup> April 2019 to 31 <sup>st</sup> March 2020)															
<b>Additional Details relating to the Baseline Emissions calculations.</b>															
We have used 2019 CO <sub>2</sub> emissions data (from the reporting year which runs from 1 <sup>st</sup> July 2019 to 30 <sup>th</sup> June 2020) as our baseline. This period gives a more accurate picture of our typical annual carbon footprint, compared with the reporting periods for 2020 and 2021 during which, like many organisations, our business was significantly disrupted by the COVID-19 pandemic, making these unsuitable for use as baseline years from which to measure progress.															
<b>Baseline year emissions: 2019</b>															
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2</sub>e)</b>														
<b>Scope 1</b>	<b>1.08 tCO<sub>2</sub>e</b>  Wavehill's main office is leased. Direct emissions from it could therefore be considered within Scope 3. However, it is considered that the company has sufficient operational control of the facility for the direct emissions from it to be considered within Scope 1.														
<b>Scope 2</b>	<b>4.10 tCO<sub>2</sub>e</b>  Scope 2 emissions are generated from the electricity use in our main office, over which we have significant operational control. Emissions from electricity use in offices where we lease desk space and from homeworking are included in Scope 3.														
<b>Scope 3 (Included Sources)</b>	<b>44.52 tCO<sub>2</sub>e</b>  Included sources: <table border="1" data-bbox="491 1485 1294 1872"> <thead> <tr> <th></th> <th><b>tCO<sub>2</sub>e</b></th> </tr> </thead> <tbody> <tr> <td>4. Upstream transportation &amp; distribution</td> <td>0</td> </tr> <tr> <td>5. Waste generated in operations</td> <td>0.03</td> </tr> <tr> <td>6. Business travel</td> <td>11.29</td> </tr> <tr> <td>7. Employee commuting</td> <td>28.29</td> </tr> <tr> <td>Employee teleworking (optional)</td> <td>4.91</td> </tr> <tr> <td>9. Downstream transportation &amp; distribution</td> <td>0</td> </tr> </tbody> </table> Wavehill do not trade physical products or procure logistics or transportation services, so there are no carbon emissions		<b>tCO<sub>2</sub>e</b>	4. Upstream transportation & distribution	0	5. Waste generated in operations	0.03	6. Business travel	11.29	7. Employee commuting	28.29	Employee teleworking (optional)	4.91	9. Downstream transportation & distribution	0
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	associated with upstream transportation & distribution and downstream transportation & distribution.
<b>Total emissions</b>	<b>49.7 CO<sub>2</sub>e</b>

## Current Emissions Reporting

<b>Reporting Year: 2020/21</b> (reporting period 1 <sup>st</sup> April 2020 to 31 <sup>st</sup> March 2021)															
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2</sub>e)</b>														
<b>Scope 1</b>	0.30														
<b>Scope 2</b>	1.75														
<b>Scope 3 (Included Sources)</b>	18.17 Included Sources:														
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<b>Total Emissions</b>	<b>20.22 tCO<sub>2</sub>e</b>														

## Emissions reduction targets

Emissions in 2020/21 were significantly lower than in the previous year, due to the impact of lockdowns. We anticipate that emissions will increase in 2021/22 but that continuation of some practices (e.g. higher levels of remote meeting and working) will contribute significantly to the achievement of our emissions reduction targets.

In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets.

We project that carbon emissions will decrease over the next five years to approximately 29 tCO<sub>2</sub>e by 2026. This is a reduction of more than 30%. To achieve this, we have set a goal of reducing our CO<sub>2</sub> emissions to 37 tCO<sub>2</sub>e (a 15% reduction from the baseline) in the next year.

## Carbon reduction initiatives

At Wavehill, our approach to CSR has always incorporated three critical elements: People, Planet and Society. Employees at all levels across the business complete CSR training in their first week and are engaged in generating ideas for new initiatives that are feed into our CSR working group.

Reducing our carbon footprint is at the core of our environmental policy. We set ambitious emission reduction targets and publish our GHG emissions annually, and we undergo an external audit each year to monitor how we record and calculate our emissions.

We have committed to pursuing Green Small Business certification, which requires the development of a detailed environmental action plan for the business. Implementation of the action plan will generate significant carbon benefits. The process of developing this action plan will provide greater clarity regarding the means of achieving our targets.

As a social research company, we also have a responsibility to help our clients understand their impact on the environment and to recommend solutions through our insights and consultancy work. Wavehill's Climate Change and Sustainability Practice joins up our sustainability research from across the business to ensure we provide a true understanding and reliable insights to our clients, who include government and board room decision makers. We regularly undertake research and evaluate projects that address sustainability and the climate emergency.

To meet our ambitious targets, in the future Wavehill plans to implement further measures such as:

**Scope 1:** Our directors will continue to engage with building landlords to ensure energy efficiency remains a key area of focus in our managed buildings and we will explore the feasibility of alternative heating sources.

**Scope 2:** We will continue to seek opportunities to improve the efficiency of our office operations, including through lighting, lighting controls and a focus on the efficiency of new equipment purchases.

### **Scope 3:**

- **Waste generated in operations:** in the short term we plan to install weighing scales to improve control and efficiency of waste collection in our biggest offices, in Aberaeron. Over the long term, we are committed to working with employees and cleaning staff to improve adherence to the recycling policy – targeting in particular plastic waste – by drawing on our in-house behaviour change experts, improving signage and boosting education at all levels.
- **Business travel:** while we recognise the importance to our business of in person meetings, both in terms of our client engagement activities and our face-to-face research fieldwork, we estimate that business travel accounts for about one third of our overall monitored CO<sub>2</sub> emissions. It is therefore imperative that we act to reduce these emissions, while protecting as far as possible our commercial operations. In the short-term, we will ensure that travel policies are worded to minimise carbon-intensive travel (cars and flights) that are not strictly necessary, including requiring our staff to consider the cost/benefit of a face-to-face engagement versus a virtual meeting, and, where in-

person presence is deemed important, reducing the number of people attending in person and encouraging other colleagues to join remotely as part of a blended approach. Air travel is a particular concern, and we will introduce various measures to reduce emissions from flights by 50% over the next five years by mandating that all air travel is signed off at board-level and by adopting a policy of zero-tolerance for Business Class. We will also ensure all travel is booked through our company travel agent to give us greater monitoring and control of our business travel. Where individual budgets exist for senior level employees to travel to meet clients, we will insist that carbon offsetting costs are met within those existing budgets. Our Operations, HR and Management teams will work closely to ensure compliance across our teams.

- **Employee commuting:** Following the pandemic, we have moved to a blended working approach with most fulltime employees spending on average two days per week in the office. This alone should result in a significant reduction in our CO<sub>2</sub> emissions associated with travel to work. We will also ensure that staff are made aware of the provisions for cyclists (bike storage, showers) at our offices and take advantage of local council / government schemes to promote safe cycling (e.g., lights, accompanied cycling).

## 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 standard<sup>1</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>2</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).

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:



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Mark Willis, Director

Date: 20<sup>th</sup> January 2022

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

<sup>2</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting> <sup>3</sup>  
<https://ghgprotocol.org/standards/scope-3-standard>