



7th SENSE

7th Sense Research commitment to achieving Net Zero:

As a small company, it's important to us that we're environmentally responsible and do what we can to reduce our impact on the planet, but we can make an even greater difference if we act together with the wider research sector. That's why we've signed up to the Market Research Society's **Net Zero Pledge** which is a manifesto for sustainability for the research sector that has seen a growing number of organisations sign up since its launch in June 2021.

The pledge means we're committed to making our business net zero by 2026. To do this, we'll track and publish our carbon emissions, and not only will we reduce and mitigate any impact we have on the environment, but we will support and encourage conversations and call outs by our employees, partners and clients about environmental concerns and viewpoints. We're proud to be part of a sector that's taking such a responsible approach to the environment: find out more about the MRS Net Zero Pledge [here](#).

We're also committed to educating ourselves and our employees to positively impact the planet and have recently appointed Yoofi Quashie as our Sustainability and Net Zero Champion. Yoofi is brimming with enthusiasm about his new role and will ensure we're making positive changes towards sustainability and keep us on track to meet our net zero pledge.

The technical bit:

The [Greenhouse Gas Protocol Corporate Standard](#) sets out requirements and provides guidance for companies to prepare an inventory of greenhouse gas emissions. These are divided into three 'scopes' and our baseline year for carbon emissions before the introduction of any strategies to reduce emissions is November 1st 2021 – October 31st 2022.

Scope 1 emissions are direct emissions from owned or controlled sources, such as gas and fugitive emissions: **TOTAL: 0 tCO₂e**

Scope 2 emissions are indirect emissions from the generation of purchased energy such as electricity consumption. **TOTAL: 0.2 tCO₂e**

Scope 3 emissions are all indirect emissions (not included in Scope 2) that occur in the value chain, including both upstream and downstream emissions. The majority of our Scope 3 emissions are from business travel: **TOTAL: 16.5 tCO₂e:**

4. 0 tCO₂e Upstream transportation and distribution

5. 0 tCO₂e Waste generated in operations**

6. 14.4 tCO₂e Business Travel

7. 2.1 tCO₂e Employee commuting

8. 0 tCO₂e Downstream transportation and distribution*

Total emissions: 16.7 tCO₂e



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Emission reduction target: We plan to ensure that carbon emissions will decrease to 0 tCO_{2e} by 2026, in line with the Market Research Society Net Zero Pledge.

What steps have we already taken to reduce carbon emissions:

- Supported employees to cycle to work through the government Cycle to Work Scheme
- Established a hybrid working model using a shared workspace one day a week and encouraging the use of public transport and the Cycle to Work Scheme to commute to work. Our office is in a building that procures 100% renewable electricity
- The team works remotely four days a week, therefore, reducing emissions from commuting and office space
- We minimise waste to landfill by reducing waste generation and by segregating and recycling waste where economically and operationally feasible
- Where possible we travel by public transport or co-ordinate business mileage to maximise fuel efficiency
- We use energy, water, materials and other natural resources as efficiently as possible, giving particular regard to the long-term sustainability of consumable items
- Use electronic means of communication such as e-mail and video-conferencing rather than paper-based options
- Buy office supplies containing recycled materials
- Follow the waste hierarchy of reduce, reuse, recycle
- Switched to LED bulbs
- Committed to taking flights only when strictly necessary for research purposes using premium economy class rather than business class
- Committed to using eco-friendly hotels for business travel where possible

We commit to the following targets to help us reach our net zero carbon goal:

7th Sense Research has elected to offset 100% of emissions from unavoidable business travel using the 'Good Quality' Criteria with the appropriate risk assessment and independent project verification and is committed to ensuring the highest environmental integrity with attention to positive social and economic outcomes where the project is located.

- We've also signed up for a carbon off-setting programme with [Carbon Footprint](#). We're supporting a Community Projects Portfolio which includes a Safe Water Project in Zambia and the Malawi Biomass Conservation Project.
- Seek opportunities to establish links with local businesses, neighbours or suppliers to facilitate improvements in the local environment
- We will develop our workforce and raise awareness of sustainability issues through our employees, supply chain and customers to ensure that our workforce can meet the future needs of the business.



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Declaration and Sign Off:

This Carbon Reduction Plan has been completed in accordance under PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded following the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard and uses the appropriate [Government emission conversion factors for greenhouse gas company reporting](#).

This Carbon Reduction Plan has been reviewed and signed off by the directors.

Signed on behalf of 7th Sense:

Claire Harding and Fergus McVey

Date: 21/12/23

