



Carbon Reduction Plan

Supplier name: 7th Sense Research Ltd.....

Publication date: 23rd November 2023.....

Commitment to achieving Net Zero

7th Sense Research Ltd is committed to achieving Net Zero emissions by 2050.

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.

Baseline Year: November 1st 2021 – October 31st 2022	
Additional Details relating to the Baseline Emissions calculations.	
Baseline year emissions:	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	0 tCO₂e No vehicles are owned or leased by 7th Sense Research. Combustion of fossil fuels by natural gas boilers, diesel generators and other equipment does not take place.
Scope 2	0.2 tCO₂e Electricity
Scope 3 (Included Sources)	16.5 tCO₂e Scope 3 emissions categories included: 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

* 7th Sense is a service-based business with no physical products being transported

** 7th Sense is an office-based business with no formal waste monitoring and negligible emissions arising from waste generated

Current Emissions Reporting

Reporting Year: 1 st November 2022 – October 31 st 2023	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0 tCO₂e No vehicles are owned or leased by 7th Sense Research. Combustion of fossil fuels by natural gas boilers, diesel generators and other equipment does not take place.
Scope 2	0.4 tCO₂e Electricity
Scope 3 (Included Sources)	32.0 tCO₂e Scope 3 emissions categories included: 4. 0 tCO₂e Upstream transportation and distribution* 5. 0 tCO₂e Waste generated in operations** 6. 28.4 tCO₂e Business Travel 7. 2.1 tCO₂e Employee commuting 8. 0 tCO₂e Downstream transportation and distribution*
Total Emissions	32.4 tCO₂e

* 7th Sense is a service-based business with no physical products being transported

** 7th Sense is an office-based business with no formal waste monitoring and negligible emissions arising from waste generated

Emissions reduction targets

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

- Our ambition is to become net zero by 2050
- We are committed to the Science Based Targets initiative and have submitted the following targets for validation: (7th Sense Research Ltd commits to reducing emissions by 100% by 2026 from our baseline.)

Carbon Reduction Projects

Current measures taken to reduce emissions:

- Supported employees to cycle to work through the government Cycle to Work Scheme
- Established a hybrid working model using a shared workspace two days 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 three 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 take flights only when strictly necessary for research purposes using premium economy class rather than business class
- Committed to use eco-friendly hotels for business travel where possible
- Signed the Market Research Society Net Zero Pledge which commits us to making our business net zero by 2026

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 signed up to a carbon off-setting programme with Carbon Footprint where we support the Community Projects Portfolio that includes work on the Zambia Western Province Safe Water Project and the Improved Cookstoves Programme in Uganda.
- 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 is able to meet the future needs of the business.
- Explore possibility of ensuring 100% renewable energy sources for home working.

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 and 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.

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

Signed on behalf of 7th Sense Research Ltd:

Name...Claire Harding.....

Title...Managing Director.....

Date: ...21/12/2023.....

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>