



# Carbon Reduction Plan

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

Publication date: ...20<sup>th</sup> March 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.

|  |   |
|--|---|
| <b>Baseline Year: November 1<sup>st</sup>, 2021 – October 31<sup>st</sup> 2022</b>   |   |
| <b>Additional Details relating to the Baseline Emissions calculations.</b>   |   |
| <i>The current reported year (November 1<sup>st</sup>, 2021 to October 2022) is the baseline for scope 1, 2 and 3 emissions.</i> |   |
| <b>Baseline year emissions:</b>  |   |
| <b>EMISSIONS</b>   | <b>TOTAL (tCO<sub>2</sub>e)</b>   |
| <b>Scope 1</b>   | <b>0 tCO<sub>2</sub>e</b> 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.                          |
| <b>Scope 2</b>   | <b>0.2 tCO<sub>2</sub>e Electricity</b>   |
| <b>Scope 3</b><br>(Included Sources)   | <b>16.5 tCO<sub>2</sub>e</b><br><b>Scope 3 emissions categories included:</b><br><b>4. 0 tCO<sub>2</sub>e</b> Upstream transportation and distribution*<br><b>5. 0 tCO<sub>2</sub>e</b> Waste generated in operations** |

|                        |  |
|------------------------|--|
|                        | <b>6. 14.4 tCO<sub>2</sub>e</b> Business Travel<br><b>7. 2.1 tCO<sub>2</sub>e</b> Employee commuting<br><b>8. 0 tCO<sub>2</sub>e</b> Downstream transportation and distribution* |
| <b>Total Emissions</b> | <b>16.7 tCO<sub>2</sub>e</b>   |

\* 7<sup>th</sup> Sense is a service-based business with no physical products being transported

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

## Current Emissions Reporting

|  |   |
|--|---|
| <b>Reporting Year: 1<sup>st</sup> November 2021 – October 31<sup>st</sup> 2022</b> |   |
| <b>EMISSIONS</b>   | <b>TOTAL (tCO<sub>2</sub>e)</b>   |
| <b>Scope 1</b>   | <b>0 tCO<sub>2</sub>e</b> 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.  |
| <b>Scope 2</b>   | <b>0.2 tCO<sub>2</sub>e</b> Electricity   |
| <b>Scope 3</b><br>(Included Sources)   | <b>16.5 tCO<sub>2</sub>e</b><br><b>Scope 3 emissions categories included:</b><br><b>4. 0 tCO<sub>2</sub>e</b> Upstream transportation and distribution*<br><b>5. 0 tCO<sub>2</sub>e</b> Waste generated in operations**<br><b>6. 14.4 tCO<sub>2</sub>e</b> Business Travel<br><b>7. 2.1 tCO<sub>2</sub>e</b> Employee commuting<br><b>8. 0 tCO<sub>2</sub>e</b> Downstream transportation and distribution* |
| <b>Total Emissions</b>   | <b>16.7 tCO<sub>2</sub>e</b>  |

\* 7<sup>th</sup> Sense is a service-based business with no physical products being transported

\*\* 7<sup>th</sup> 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: (7<sup>th</sup> 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 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 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 Ecologi. We're planting five trees per month in various global locations and supporting community projects in areas such as West Africa, including Ghana, which is where one of our employees is

originally from – we wanted to choose a programme that had a link to a team member.

- 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 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) Standard<sup>3</sup>.

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

### Signed on behalf of 7<sup>th</sup> Sense Research Ltd:

Name...Claire Harding.....

Title...Managing Director.....

Date: ...20<sup>th</sup> March 2023.....

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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>