



*Inspiring people  
Creating change*

CUBIQUITY

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**CARBON REDUCTION PLAN**

2024 UPDATE

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# ABOUT CUBIQUITY

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With proven expertise in contractual print procurement and tailored operational marketing technology, Cubiquity offers comprehensive print management solutions encompassing creation, printing, and logistics worldwide. Complementing our services is Bigkid, our fully integrated creative, digital, and experiential agency and Code, which simplifies promotional merchandise. We pride ourselves on being ISO14001 accredited and holding the prestigious Gold EcoVadis certification. Committed to conducting our business ethically, legally, and responsibly, we strive for fiscal, environmental, and social sustainability while delivering enduring value and robust financial performance.

## SCOPE OF THIS REPORT

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This report includes the requirements of PPN 06/21 Carbon Reduction Plan as required by the UK public sector. It encompasses a baseline assessment of Cubiquity's current carbon emissions, followed by the delineation of strategies and initiatives to reduce its environmental footprint, including targets, goals, and an implementation plan.

Monitoring and reporting mechanisms have been established to track progress transparently. The report emphasises on continuous improvement, with a commitment to adapt the plan in response to regulatory changes, technological advancements, and stakeholder feedback, reinforcing Cubiquity's dedication to sustainability and responsible corporate partnership.

## COMMITMENT TO ACHIEVING NET ZERO

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Cubiquity is committed to taking every reasonable action to reduce its impact on the environment and align with the United Nations Sustainable Development Goals (UN SDGs) and Paris Climate Agreement to limit global warming to a 1.5°C increase on pre-industrial levels. With an increasing emphasis on growth in sustainable business operations, Cubiquity strives to achieve Carbon Net Zero by 2050 at the latest through the effective implementation of the Environmental Management Systems ISO 14001:2015.

This plan covers the operations of Cubiquity Limited, including our headquarters in Surrey and Wolverhampton. Cubiquity is committed to a comprehensive approach to environmental sustainability, emphasising compliance with all legal and relevant environmental requirements. We actively pursue waste reduction across our production processes, advocating for the use of recycled materials to mitigate pollution. Our dedication extends to providing clients with eco-friendly alternatives and ensuring that both our staff and associates are well-versed in minimising their environmental footprint. Additionally, we maintain open communication with our key suppliers and subcontractors, fostering a culture of shared responsibility for environmental stewardship. Continuously setting and monitoring targets for improvement, we implement practices that champion environmental conservation.

# BASELINE EMISSIONS FOOTPRINT

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Our emissions are calculated in tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e) using the appropriate conversion factors published by Greenhouse Gas Protocol. Our emissions data is reported in line with the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard.

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Our baseline emissions inventory includes all our measurable scope emissions calculated as part of Cubiquity's offsetting initiatives in conjunction with the World Land Trust and the Woodland Trust, effectively neutralising any emissions we generate. While baseline emissions serve as the reference point for measuring emissions reduction, Cubiquity integrates insights and guidance from previous years' reports to enhance our sustainability strategies.

Our monitoring initiatives have been methodically established to capture key performance indicators and measure the effectiveness of our sustainability measures across all scopes.

The baseline reporting year for establishing the company's greenhouse gas emissions footprint for scopes 1 and 2 was the fiscal year from 01/01/2021 to 31/12/2021. Cubiquity acquired the necessary data for scope 3 emissions in the year 2022, prompting us to revise the baseline year itself. All scopes were reported for the fiscal year spanning from 01/01/2022 to 31/12/2022.

The different scopes of emissions are:

- **SCOPE 1:**

Direct GHG emissions from sources directly owned or controlled by our business, including the use of company facilities and company vehicles in our Surrey and Wolverhampton offices.

- **SCOPE 2:**

Indirect GHG emissions resulting from the off-site generation of electricity, heating, and water usage.

- **SCOPE 3:**

Indirect GHG emissions from sources not owned or directly controlled by our business, encompassing essential activities such as upstream and downstream indirect activities, waste generation, extraction, production, and transportation of goods and services purchased or acquired.



# CURRENT GHG FOOTPRINT

During the latest reporting period, Cubiquity expanded operations in terms of business activity and employees resulting in physical increase in office space and 2023 emissions.

## BASELINE YEAR: JANUARY – DECEMBER 2021\*

EMISSIONS	TOTAL tCO <sub>2</sub> e	
Scope 1	10.73	
Scope 2	3.44	
Scope 3 (incl. sources)	45.43	Scope 3 Subset Breakdown (tCO <sub>2</sub> e) reporting five required subsets of 15.

	Subset 4 Upstream transportation and Distribution	0*
	Subset 5 Waste generated in operations	0.14
	Subset 6 Business Travel	2.49
	Subset 7 Employee Commuting	42.81
	Subset 9 Downstream Transportation and Distribution	0
<b>TOTAL EMISSIONS</b>	<b>59.60</b>	

## YEAR: JANUARY – DECEMBER 2022\*

EMISSIONS	TOTAL tCO <sub>2</sub> e	
Scope 1	19.70	
Scope 2	3.69	
Scope 3 (incl. sources)	325.06	Scope 3 Subset Breakdown (tCO <sub>2</sub> e) reporting five required subsets of 15.

	Subset 4 Upstream transportation and Distribution	232.73
	Subset 5 Waste generated in operations	0.8
	Subset 6 Business Travel	11.67
	Subset 7 Employee Commuting	80.29
	Subset 9 Downstream Transportation and Distribution	0.18
<b>TOTAL EMISSIONS</b>	<b>348.45</b>	

\*Cubiquity assessed and reported its scope 3 emissions for all required 5 subsets in 2022

## CURRENT YEAR: JANUARY – DECEMBER 2023

EMISSIONS	TOTAL tCO2e	
Scope 1	20.60	
Scope 2	5.66	
Scope 3	342.45	
(incl. sources) Scope 3 Subset Breakdown (tCO2e) reporting five required subsets of 15.		
	Subset 4 Upstream transportation and Distribution	237.51**
	Subset 5 Waste generated in operations	0.23
	Subset 6 Business Travel	16.22
	Subset 7 Employee Commuting	88.24
	Subset 9 Downstream Transportation and Distribution	0.24**
TOTAL EMISSIONS	368.71	

\*\* Cubiquity is in the process of further assessing Scope 3 emissions across all subsets. The upstream and downstream figures presented are based on data derived from 15% of our tier-1 supplier information. These figures may not fully represent the complete supply chain dynamics and are subject to change as additional data becomes available.

# CARBON REDUCTION PLAN PROGRESS

Emissions are calculated as part of Cubiquity's offsetting in conjunction with Carbon Co. Cubiquity experienced an increase in emissions in 2023 compared to the baseline total of 2021 and previous year 2022. This rise can be attributed to the sustained growth in business operations and increased activity, resulting in a significant year-over-year increase in revenue. Emissions associated with energy consumption and business-related travel notably contributed to this increase with figures updated for our Wolverhampton office. Company directors anticipate this positive trajectory to persist, providing Cubiquity with further growth opportunities in the coming years.

The comprehensive assessment and quantification of our complete Scope 3 emissions commenced in 2022, contributing to the overall increase in the emissions figure. This thorough evaluation encompasses five required subsets: Waste, Business Travel, Commute, Upstream, and Downstream Transportation and Distribution (Subsets 4, 5, 6, 7, and 9). Despite the rise in overall emissions during 2023, Cubiquity remains constant in its commitment to becoming a carbon-balanced business by diligently offsetting all print and business-related emissions.

It is important to acknowledge that the success of our emissions reduction plan depends on several factors, including the initial emissions level, the feasibility of implementing emission reduction measures, technological advancements, policy changes, and more. Cubiquity actively pursues sustainable choices, evident in our collaboration with the World Land Trust and the Woodland Trust to mitigate and offset our carbon emissions. Through collaboration with our customers, Cubiquity successfully carbon balanced 306,773 kilograms of paper in 2023, offsetting 304.3 tonnes of CO2 emissions and safeguarding 38,041 square meters of tropical forests.

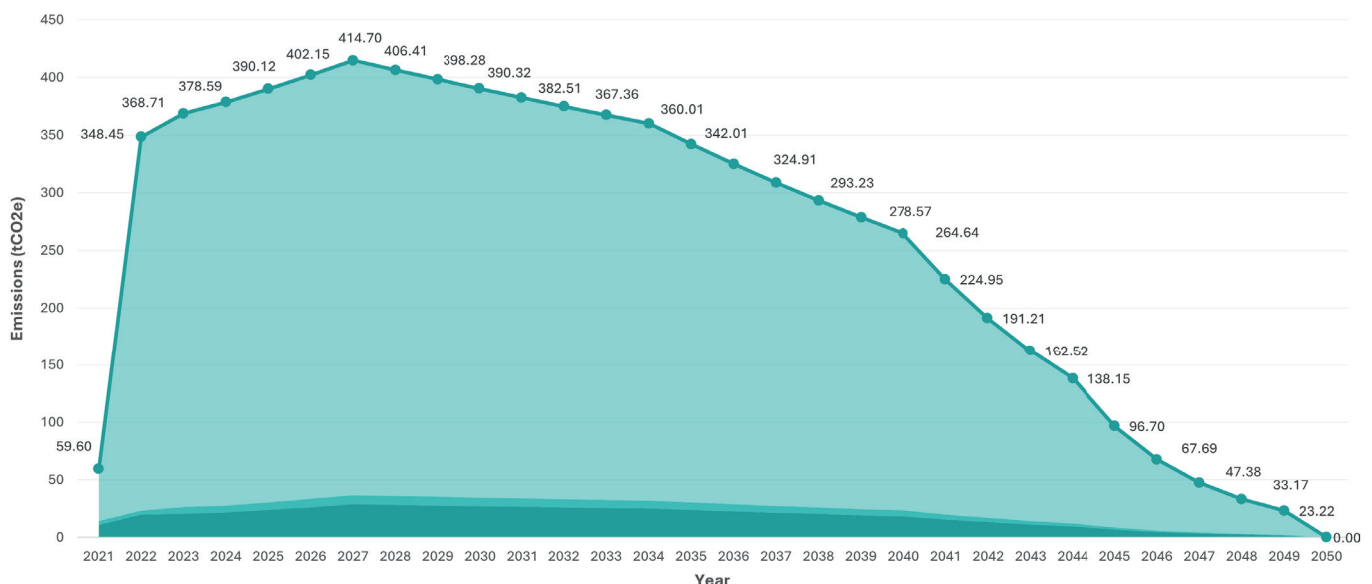
# EMISSIONS REDUCTION TARGETS

To further our progress towards achieving Net Zero, we are planning to set validated targets to consider the business growth the company is aiming to achieve in the next 2 years. As part of the RISE 2.0 relaunch plan in October 2024 and aligning our actions with Carbon Reduction Plan, a Carbon Net Zero (CNZ) roadmap is scheduled for release taking the sustainability element of RISE to its next phase.

Our CNZ plan demonstrates a gradual reduction in emissions across all scopes over the next 16 years, followed by more significant reductions to achieve net zero emissions in the final 10 years leading up to 2050. Here is a breakdown for reference:

- **2024 – 2027** › Emission Reduction: Slight increase attributed to the inclusion of accurate figures and planned business growth.
- **2028 – 2034** › Emission Reduction: 2% reduction from the previous year's emissions each year.
- **2035 – 2040** › Emission Reduction: 1% reduction from the previous year's emissions each year.
- **2041 – 2044** › Emission Reduction: 15% reduction from the previous year's emissions each year.
- **2045 – 2049** › Emission Reduction: 30% reduction from the previous year's emissions each year.
- **2050** › Emission to be reduced to zero

Over the next 3 years, our plan is to maintain the CO<sub>2</sub> emissions at a consistent level, gradually reducing them by 15-20% until 2040 compared to our full scope of emissions recorded in 2022. Subsequently, our targets will be further aligned with net-zero criteria outlined in our forthcoming ESG framework RISE, with the primary aim of attaining net zero by 2050. To achieve these objectives, we have already begun assessing activities associated with Scope 1 and 2 emissions such as reducing electricity and natural gas consumption, as well as optimising company transportation. Progress against these targets can be seen in the graph below:



As we continue to refine our data reporting and as the impacts resulting from the projects described in the report become known, we will update this chart to reflect actual performance against the original target. We have not currently set a Scope 3 reduction target, we plan to develop this over the course of 2024-2025 as part of our engagement with the Science-Based Targets Initiative (SBTi), to be included in the 2025 update of our Carbon Reduction Plan.

Our carbon reduction strategy outlines a deliberate and phased approach to first establish a solid foundation of emissions reductions, aiming to achieve a sustainable balance before accelerating efforts in the later years to reach the ambitious net zero goal.





# WHAT ARE WE MEASURING?

## SCOPE 1 & 2 OVERVIEW

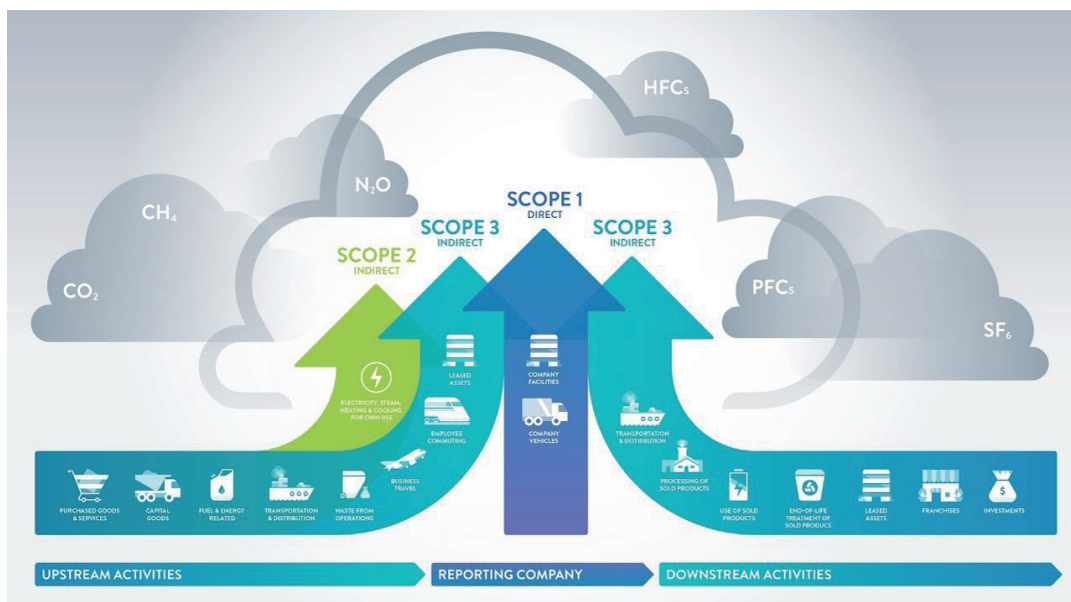
In 2021, the impact of Covid-19 naturally led to a decrease in carbon emissions resulting from operations. As customer demand and outputs increased over the years, Cubiquity closely monitored the resulting CO<sub>2</sub>e. We anticipated an increase in emissions compared to our baseline year of 2021 as we moved forward. However, we will endeavour to minimise this to achieve our Carbon Net Zero (CNZ) target.

Cubiquity has worked in partnership with environmental trusts to offset unavoidable carbon emissions, which is how we have reported our emission data. Moving forward, we continue to monitor Scope 1 and 2 emissions for our offices in Surrey and Wolverhampton in line with the official carbon conversion calculations published by the government annually, ensuring consistency in measurement.

## SCOPE 3 OVERVIEW

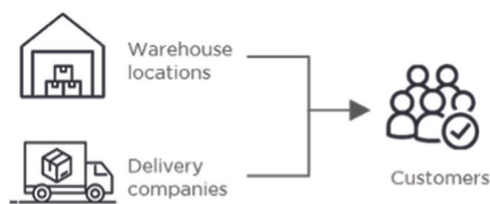
Cubiquity is committed to achieving Carbon Net Zero (CNZ) across our Scope 3 emissions by 2050, aiming to reduce our CO<sub>2</sub>e compared to the recorded emissions at the end of each year. Due to the nature of Cubiquity's business model, we ensure our supply chain adapts to align with the needs of our customers. We have around 50 pre-audited Tier-1 suppliers we use regularly to deliver existing contracts.

Our current strategy regarding Scope 3 within the CNZ framework revolves around defining our approach to monitoring and reporting. This approach is geared toward initiating a reduction in our CO<sub>2</sub>e emissions, progressing actively toward our CNZ targets. The calculation summary illustrates Cubiquity's comprehensive evaluation of our complete Scope 3 emissions across all five essential subsets. Relevant measures were undertaken during 2022-23 to facilitate data collection, resulting in the preliminary figures with comprehensive reporting across all scopes, serving as a foundational benchmark for establishing and evaluating our targets going forward.





## Subset 4 Upstream Transportation and Distribution



Cubiquity's upstream transportation and distribution involves the movement of goods from production or storage facilities or warehouses to the end consumers.

## Subset 5 Waste Generated in Operations

Data obtained from waste transfer notes and weight reports provided by our waste management providers at the Surrey office, including the total volume of waste collected and the 'end-of-life' process. For Wolverhampton office, the emission figure is based on estimates of staff usage of paper and promotional materials, approximating to 1kg of paper waste per year per staff.

## Subset 6 Business Travel

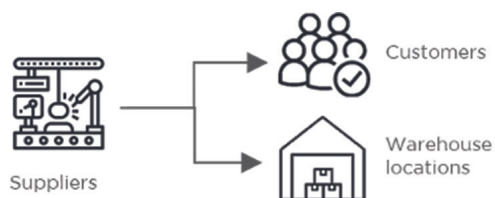
Data obtained from company-wide record of business mileage claimed, by vehicle type and expense reports / purchase orders raised detailing start/end points of road, taxi, rail, air, and sea travel. All carbon calculations were performed using the UK Government GHG Conversion factors for Company Reporting from Carbon Co.

## Subset 7 Employee Commuting

Data obtained from individual employee records detailing times per week they travel to work; the mileage for the trip to and from work ('round trip'); and the most common mode of transport.

This has been further estimated based on the average commuting distance of all members of staff (35.6 miles) to the office, for average 2 days per week (baseline year working arrangement) over 11 months (12 months, minus 1 month holiday entitlement). Percentages were calculated of the methods of transport employees use to get to the office and these figures were used combined with the average commuting distance to calculate miles travelled per year per method of transport. The tCO<sub>2</sub>e was then calculated using the conversion figures contained in the UK Government GHG Conversion Factors for company reporting.

## Subset 9 Downstream Transportation and Distribution



Downstream transportation and distribution process for Cubiquity involves deliveries from suppliers to our customers and/or warehouse locations. Cubiquity has initiated relevant actions to facilitate the measurement process for this report. Plans are in place to record this data across the entire Tier-1 supply chain with regular audits from our fiscal year of 2024.

# CUBIQUITY AND CARBON NET ZERO

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Environmental stewardship has been central to Cubiquity's values since our establishment in 2009.

We uphold an ambitious Environmental, Social, and Governance (ESG) framework known as RISE ([www.cubiquitymedia.com/about-us/rise/](http://www.cubiquitymedia.com/about-us/rise/)), powered by Cubiquity and Bigkid, capturing our core values of Respect, Innovation, Sustainability, and Empowerment. Through our Carbon Net Zero strategy we are advancing the sustainability element of RISE to its next phase in 2024. We eagerly embark on this journey with our customers and suppliers, recognising our collective responsibility in the global fight against climate change.

A significant milestone in our journey towards carbon net zero is achieving the EcoVadis Gold rating. This prestigious recognition places us among the top companies worldwide for sustainability performance, underscoring our commitment to environmental, social, and governance (ESG) principles. The EcoVadis Gold rating reflects our robust policies, actionable strategies, and measurable outcomes in reducing carbon emissions and promoting sustainable practices. This accolade not only validates our efforts but also motivates us to continually enhance our environmental impact, aligning with our carbon reduction goals and the overarching mission of achieving carbon net zero.

RISE not only sets out our core values, but it also is a mechanism for bringing together key environmental and social partners. It holds us accountable by regularly measuring and reporting our successes in alignment with the four RISE principles.

In commitment to transparency and accountability, we commit to deliver an IMPACT report on a quarterly basis to our customers embracing RISE. This report will demonstrate the value-added services and benefits they have derived through collaboration with us

- Waste/Costs saved following recommendations from us
- Carbon emission reductions/offsetting - e.g., by using Carbon Balanced Paper, or consolidating their orders
- Social contribution e.g., the number of individuals they have supported through Beam

## SUPPORTING OUR CUSTOMERS TO ADDRESS ENVIRONMENTAL CHALLENGES

As a socially conscious organisation we understand the importance of respecting and being responsible for our environmental impact and know our customers are looking to us to ensure their supply chain is as sustainable as possible.

### **Supporting a transition to digital**

Occasionally, our customers express interest in transitioning elements of their communication from print to digital to reduce environmental and carbon impact. Whilst we agree there may be some benefits to digital such as lower costs, our research indicates that reducing environmental impact may not necessarily be one of them. To assist our customers in making informed decisions, we draw upon data from organisations like Two Sides, which conduct in-depth research on this topic.

## Innovations for delivery and logistics

Supporting customers in reducing environmental impact extends beyond reviewing media formats. One notable example is our collaboration with easyJet to enhance the ordering process, leasing to consolidated deliveries and a reduction in vehicles required for transportation. This initiative significantly lowered carbon emissions resulting from deliveries.

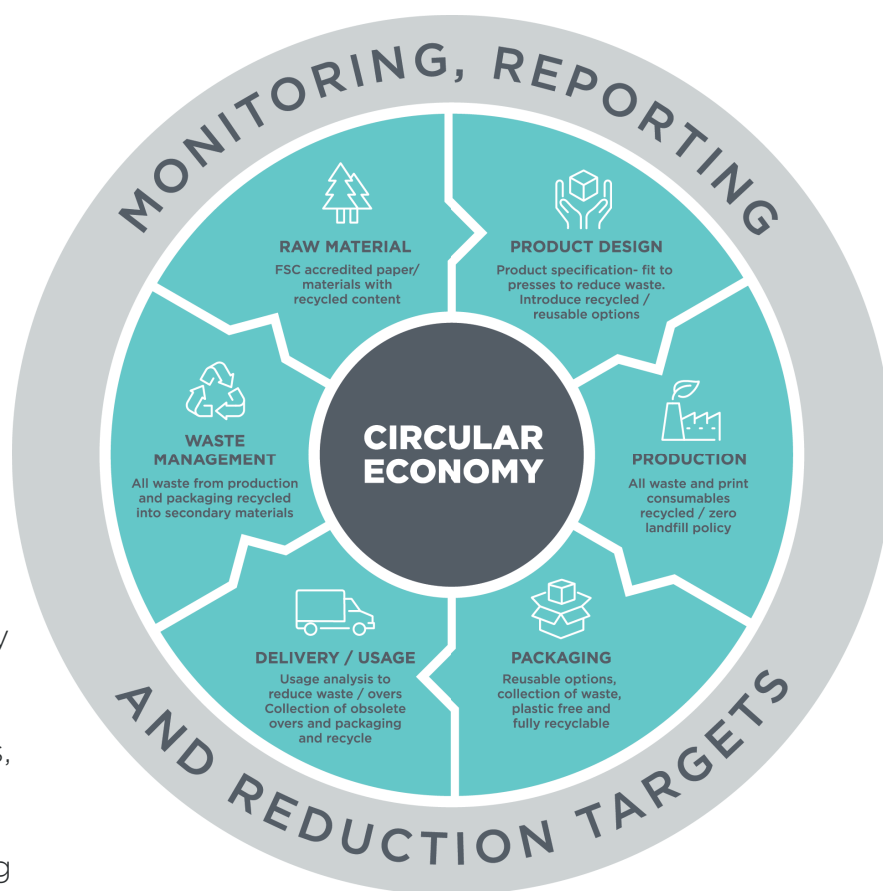
## Circular economy efficiency

Embedded within our ESG framework, RISE, is a constant commitment to advancing circular economy principles. By partnering with esteemed organisations like the World Land Trust and the Woodland Trust, we actively mitigate carbon emissions across our operations and those of our clients through initiatives such as providing FSC and PEFC certified, carbon-balanced paper.

Our circular economy efficiency is continuously evaluated and enhanced by implementing proactive measures to reduce waste generation and optimise packaging. We prioritise sustainability by incorporating reused and recycled materials wherever possible, ensuring cost-effectiveness. Our comprehensive waste management practices include recording and reporting on waste quantities, types, and disposal methods.

Adhering to a zero-landfill policy in our warehouse operations, we recycle materials such as cardboard, plastic, printer plates, and inks, and donate unused items like computers and printers. By using special making papers for larger jobs, analysing usage, and recommending accurate forecasts, we minimise waste and prevent obsolete stocks. We also prioritise recycled products and ensure wastepaper is returned to the paper supply chain.

Our commitment extends to reduce packaging by utilising recycled materials, minimising the use of unnecessary single-use plastics, and ensuring that packaging is appropriately sized and sustainable. Through these initiatives, we not only support the circular economy but also make significant strides in carbon reduction, aligning with best practices and applicable legislation.



# ADDRESSING OUR OWN CARBON EMISSIONS

## Setting the standard

To solidify our commitment to continually reducing our environmental impact, we have implemented clear processes and policies that have enabled us to achieve ISO14001 accreditation. We undertake regular reviews of our operations and suppliers to identify opportunities to further reduce our environmental impact, whilst working in partnership with key environmental associations to reduce and offset our carbon emissions.

## Innovation in partnership with our distribution network

To ensure the highest quality, service, and value for our customers, we maintain a network of suppliers who are required to meet our environmental standards. These suppliers undergo regular audits to ensure ongoing compliance.

We work closely with our warehouse and distribution network to enhance efficiency in storage, collation, and distribution to minimise waste. Our warehouse partner upholds a zero-landfill policy, ensuring that no waste is sent to landfill and all materials are either recycled or repurposed. We believe in continuous improvement and leverage technological advancements to make even minor changes that can collectively have a significant impact.

## Ensuring sustainability of paper

To ensure our paper is both sustainable in terms of its source and the supply chain we continue to participate in a scheme run by an organisation called Carbon Balanced Paper in association with the World Land Trust and the Woodland Trust. Not only do we offset the emissions caused by the paper we purchase and supply, but we also collaborate with suppliers to ensure the paper used is sustainably sourced and, where possible, recycled.

We take our commitment a step further than just the sourcing, production and recycling of paper and work with our customers at the design stage too. Helping to create solutions which ensure products can be fully recycled, for example, by removing binding and lamination from stationery.

## Partnering with environmental organisations

We collaborate with leading organisations like the World Land Trust, the Woodland Trust, Denmaur and Carbon Footprint who are dedicated to environmental conservation and carbon reduction efforts. Through initiatives with these organisations, we support and contribute to biodiversity preservation, native woodland restoration, sustainable paper sourcing, and carbon offsetting.

## Reducing the impact of our facilities and fleet

We use bulk delivery and fleet vehicles certified to the latest Euro standards, ensuring they are serviced and maintained according to schedules. Regular printed stationery deliveries are consolidated to minimise transportation miles and environmental impact. Our warehousing management systems facilitate the consolidation of multiple orders, further reducing environmental footprint. Whilst we continuously strive to reduce our carbon emissions, we closely monitor our operational activities, such as office facilities and fleet that have carbon impact. To address this, we annually report and offset our emissions, including business travel, commute, and fuel usage.

# 'GREEN TIER' OF SUPPLIERS

## What does this mean?

Cubiquity's 'Green Tier' suppliers represent partners who not only align with our Carbon Net Zero (CNZ) targets but also demonstrate transparency regarding their carbon emissions linked to customer contracts. Suppliers in this tier receive enhanced opportunities and recommendations to our customers.

## What has it achieved?

The establishment of Cubiquity's 'Green Tier' of suppliers empowers customers with the information needed to inform their own CNZ reports, ensuring their supply chain aligns with their CNZ objectives. This dedicated category incentivises and encourages our supply chain to support Cubiquity's CNZ targets, contributing to the global effort to combat climate change.

## How is it managed?

Cubiquity has appointed a steering committee to outline the approach and ensure realistic and manageable requirements for our client services and procurement teams. Additionally, our procurement team has a crucial position responsible for spearheading and assisting our suppliers. They gather necessary data for reporting and monitoring CO2e levels for both Cubiquity and our valued customers.

Cubiquity's commitment to sustainability extends beyond internal operations to include strategic partnerships with suppliers through our 'Green Tier' initiative. By fostering transparency, incentivising alignment with CNZ targets, and dedicating resources to support our suppliers, we pave the way for a more sustainable future.

# EMBRACING SUSTAINABLE DEVELOPMENT GOALS (SDGs)

In our pursuit of carbon net zero, we recognise the critical role of aligning our efforts with the United Nations Sustainable Development Goals (SDGs). At Cubiquity, sustainability is not just a goal, but a guiding principle ingrained in our operations. By embracing SDGs, we continue to commit to addressing the interconnected challenges of climate change, environmental degradation, and social inequality.

Through strategic initiatives and partnerships, we aim to contribute positively to SDGs, including climate action (SDG 13), responsible consumption and production (SDG 12), partnerships for the goals (SDG 17), as well as decent work and economic growth (SDG 8), and industry, innovation, and infrastructure (SDG 9). Our carbon reduction strategies are designed not only to mitigate our environmental impact but also to promote social and economic prosperity for present and future generations. By aligning our actions with SDGs, we reinforce our commitment to building a more sustainable and resilient future for all.





# CARBON REDUCTION PROJECTS SUMMARY

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In the fiscal year 2023/24, Cubiquity has undertaken various initiatives to drive forward our carbon reduction efforts and align with our commitment to achieving net zero emissions. Notable achievements include obtaining the prestigious EcoVadis Gold certification, which places us in the top 5% of assessed businesses and aligning our RISE framework with Sustainable Development Goals (SDGs).

Key initiatives implemented during this period encompass a range of actions aimed at reducing our environmental impact. These include consolidating customer orders to minimise deliveries and associated CO2 emissions, transitioning company cars to hybrid and electric models, implementing energy-saving lighting and waste separation measures within our office premises, among others.

## Summary of key initiatives:

- We consolidate customer orders to reduce the number of deliveries and the resulting CO2e emissions.
- Our environmental management systems, processes and policies have enabled us to achieve ISO 14001 accreditation and EcoVadis Gold certification, both of which are audited annually. These focus on objectives and actions that will have the most significant environmental impact both in the short and long term.
- We have launched an innovative communications campaign to educate and raise awareness around events such as World Environment Day and Earth Day.
- We are transitioning our company cars to hybrid and electric models
- Our offices feature energy-saving lighting with timers and motion detection to minimise energy waste.
- We implement recycling and general waste separation within the office to minimise landfill waste.
- We analyse and report on usage volumes and wastage to enhance future production runs, educate our staff and clients, and identify continuous improvement opportunities.
- All warehouse functions operate a net zero landfill policy.
- We reduce transportation mileage by directing at least 70% of work to supply partners within an hour of client delivery points.
- We operate a plastic free and fully recyclable packaging solution.
- We collaborate with a green tier of our ISO 14001 accredited suppliers to ensure vegetable or water-based printing inks and chemical free printing presses are used. They operate modern, energy efficient printing presses and have invested in renewable energy sources.
- Solar panels have been installed at the serviced office premises and our headquarters in Surrey reducing our gas consumption and reliance on non-renewable energy sources lowering our overall carbon footprint.

Looking ahead, we are committed to further reducing our carbon footprint and accelerating progress towards our net zero goal. Proposed initiatives for the future include evaluating circular economy efficiency across all operations, enhancing staff awareness of environmental impact, transitioning to renewable energy sources like solar thermal, and promoting sustainable travel policies to reduce business travel emissions.

### Summary of planned initiatives:

- Continue evaluating our circular economy efficiency across all aspects of our operations covering before-use, in-use, and end-of-life carbon hotspots.
- Build awareness amongst our workforce of the impact of their decisions on our journey to net zero.
- Reduce business travel by air, rail, and road through effective measurement and a sustainable travel policy.
- 100% of the company car fleet to be electric or hybrid vehicles
- Working closely with the office management company to identify opportunities to achieve net zero.
- Reviewing policies and staff education to further reduce operational wastage, and where waste is unavoidable ensure the source material is recyclable with only essential exceptions.
- Work to eliminate waste at every stage of the production process and wherever use recycled products and prevent pollution.
- Provide our clients with environmentally friendly alternatives.
- Ensure that our staff and those that work on our behalf know how to minimise their environmental impact.
- Continue to inform all our major suppliers and subcontractors of our environmental policy and practices and encourage them to work to similar standards.
  - Set and monitor targets to continually improve our performance.
  - Have working practices that wherever possible will discriminate in favour of the environment.

Additionally, we aim to establish validated Science-Based Targets Initiative (SBTi) net zero targets, drive environmental commitment within our supply chain, and continue improving our ISO 14001 accreditation and EcoVadis rating. Furthermore, we plan to establish an internal environmental champions group to drive reduction initiatives and educate our staff on environmental best practices. These targets and actions underscore our commitment to environmental stewardship and sustainability, ensuring a greener future for generations to come.

## WORKING TOGETHER FOR A SUSTAINABLE FUTURE

We are continuously looking for new ways to help our customers and suppliers achieve their environmental and social objectives. To drive this forward further we will soon be launching a programme designed to give our customers more opportunities to reduce their carbon emissions and providing them with reports highlighting the direct positive impact they have achieved by working with Cubiquity and our trusted supply chain.

# CONCLUSION

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Achieving Carbon Net Zero is a collective effort that requires everyone's involvement and commitment. We are dedicated to being open and transparent in our approach to addressing climate change, sharing our experiences to enhance outcomes.

We have designated specific resources to establish a steering committee tasked with monitoring our progress and identifying opportunities to minimise our carbon footprint across all three scopes. Throughout 2024, as we refine our strategy, we will regularly report the findings and recommendations of this team.

By promoting transparency, accountability, and cooperation, we aim to inspire positive change both within our company and in the wider community. As we work towards our goal of achieving Carbon Net Zero, we understand the need for collective action and remain strong in our resolve to create a greener, more sustainable future for all.

# DECLARATION AND SIGN OFF

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**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.

**Signed on behalf of Cubiquity Limited:**



Shane Inger, CEO - Cubiquity

Date: 30th April 2024

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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>



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