

The Behavioural Change Co Ltd, trading as The Behavioural Architects – Carbon Reduction Plan (2022)

Supplier Name: The Behavioural Change Co Ltd, trading as The Behavioural Architects

Publication Date: 30 May 2023

Commitment to achieving Net Zero

The Behavioural Change Co Ltd, trading as The Behavioural Architects, is committed to achieving Net Zero emissions by **2040**.

Reporting Scope and Methodology

Reporting Period: The reporting period is the 2022 calendar year, 1st January to 31st December. Having only calculated an initial carbon footprint for the 2022 calendar year, both the baseline and current emissions will be from 2022.

Data Coverage: Footprint reported in the Carbon Reduction Plan consist of the following data points:

- Scope 1 – combustion of natural gas
- Scope 1 – fugitive emissions from air conditioning units
- Scope 2 – purchased electricity (market-based)
- Scope 3 (Category 5) – waste generated in operations
- Scope 3 (Category 6) – business travel
- Scope 3 (Category 7) – employee commuting and homeworking

Scope 3 (Category 4) upstream transportation and distribution were excluded due to lack of data – additionally, as a service-based company without an extensive supply chain, emissions from this source is expected to be negligible. Downstream transportation and distribution (Category 9) is not applicable to The Behavioural Change Co Ltd as a service-based company.

Methodology: The GHG emissions were calculated using operational control as the organisational boundary, in accordance with the GHG Protocol Corporate Accounting and Reporting Standard.

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: 2022	
Additional Details:	
There were no Scope 1 emissions as there were zero gas usage and fugitive refrigerants. Scope 2 emissions is also zero due to a 100% renewable electricity tariff.	
The baseline excludes Scope 3 upstream transportation and distribution. The full methodology is detailed in the Reporting Scope and Methodology section above.	
2022 is The Behavioural Change Co Ltd's first reporting period, and therefore the baseline year emissions are the most recent emissions.	
Baseline Year Emissions (tCO₂e):	
Scope 1	0.00
Scope 2	0.00
Scope 3 (Included Sources)	21.24
Total Emissions	21.24

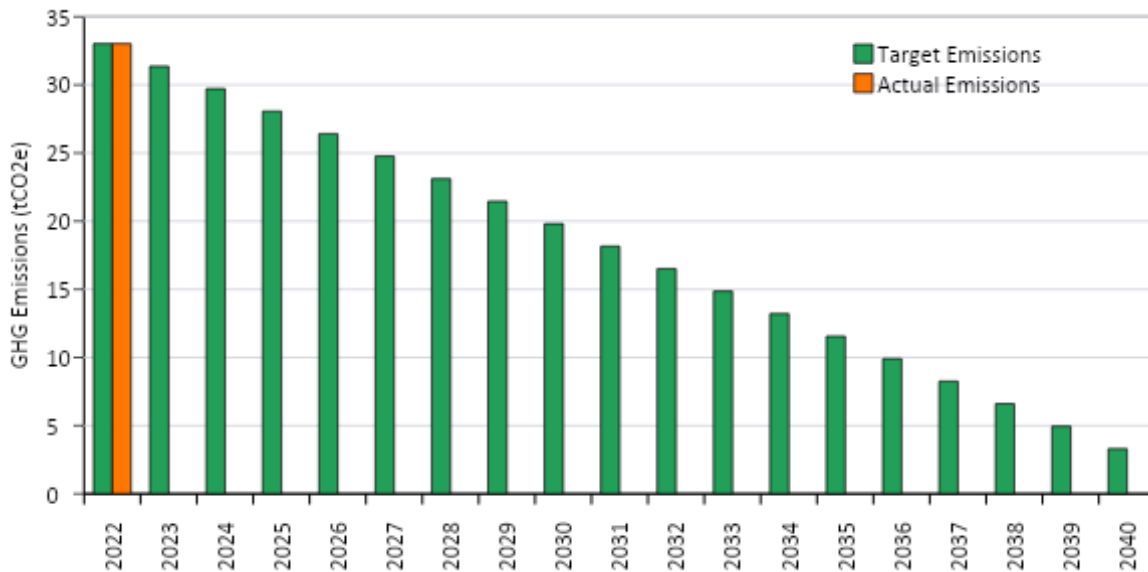
Current Emissions Reporting

Reporting Year: 2022	
Reporting Year Emissions (tCO₂e):	
Scope 1	0.00
Scope 2	0.00
Scope 3 (Included Sources)	21.24
Total Emissions	21.24

Emissions Reduction Targets

The Behavioural Change Co Ltd aims to be net-zero by 2040 – as a result, we aim to reduce our total emissions by 90% by 2040, in line with the Science-Based Target Initiative's standards and guidelines. The SBTi does not allow off-setting to reach emissions targets.

The graph below shows the target reduction trajectory for net-zero by 2040 (green bars), against The Behavioural Change Co Ltd's actual emissions (orange bars):



Please note that the above reduction target includes all of The Behavioural Change Co Ltd's measured emissions, and therefore covers Scope 3 categories beyond those set out in the Reporting Scope and Methodology section.

Carbon Reduction Projects

The Behavioural Change Co Ltd commits to continuing with a range of carbon reduction initiatives, including:

- **Responsible office purchases and minimising waste:**
 - We actively encourage recycling and responsible disposal of goods with a range of well signposted bins for different materials across the office, including organic waste. Office management also collects single-use plastic waste and drops it off at a designated local store to responsibly dispose of.
 - Our printers are all defaulted to double-sided, using recycled paper and we have removed our colour printer to discourage unnecessary printing.
 - We purchase plant-based food and drink wherever possible, including an oat milk alternative for tea and coffee and have moved away from coffee capsules to bean-to-cup coffee
 - We have old laptops refurbished for new joiners and avoid buying new IT equipment where we can
- **Business travel:** We actively encourage travelling for business via public transport and economy class, when flying is necessary. We continue to incentivise cycling to business meetings through our expenses policy where employees can claim back 20p per mile on their bike
- **Commuting:** We participate in the Government's cycle to work scheme and have ample bike storage and shower facilities for employees

For the remainder of 2023, The Behavioural Change Co Ltd commits to the following actions to make further significant reductions to our GHG emissions, including:

1. Implementing a **sustainable procurement policy** to help facilitate more sustainable purchases from office equipment to insurance
2. Initiating a **sustainable travel policy**
3. **Engaging employees**, including Lunch & Learn sessions to share tips and motivate our team
4. **Taking steps to make sustainable pension plans the default** for employees

OFFSETTING:

We are signed up to the Market Research Society (MRS) Net Zero Pledge, which commits us to aiming to achieve net zero emissions by 2026. While reducing emissions is the priority focus, achieving net zero without offsetting is beyond our control at the present, as it is reliant on the decarbonisation of industry. We will however aim to offset those emissions that *are* within our control, albeit core to our current business model, e.g. air travel

Declaration and Sign Off


This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standards 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 reporting.²

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.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:



Rachel Abbott
Director

Date: 25 May 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>