



Carbon Reduction Plan

Client name: The Advocacy Project

Company Registration Number: 4018315

Charity Number: 108106

Published date: 19th January 2024

Commitment to achieving Net Zero

The Advocacy Project is committed to reaching Net Zero by 2045.

Baseline & Current 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. We have chosen our baseline year to be 1st January 2023 – 31st December 2023.

Reporting Year: 2023	
All scope 1, 2 and 3 emissions have been measured using the operational control approach. We have categorised utility emissions from managed office spaces under scope 3 due to a lack of control over these emissions.	
Emissions	Total (tCO ₂ e)
Scope 1	0
Scope 2*	Market-based: 0 Location-based: 0
Scope 3	184.3
Total Emissions	Market-based: 184.3 Location-based: 184.3

*Purchased electricity can be measured in two ways. A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from the electricity that companies have purposefully chosen (or their



lack of choice). A market-based method therefore considers the purchase of electricity via a verified renewable energy tariff. We have chosen to base our Net Zero target on a market-based methodology.

Carbon Intensity Metrics

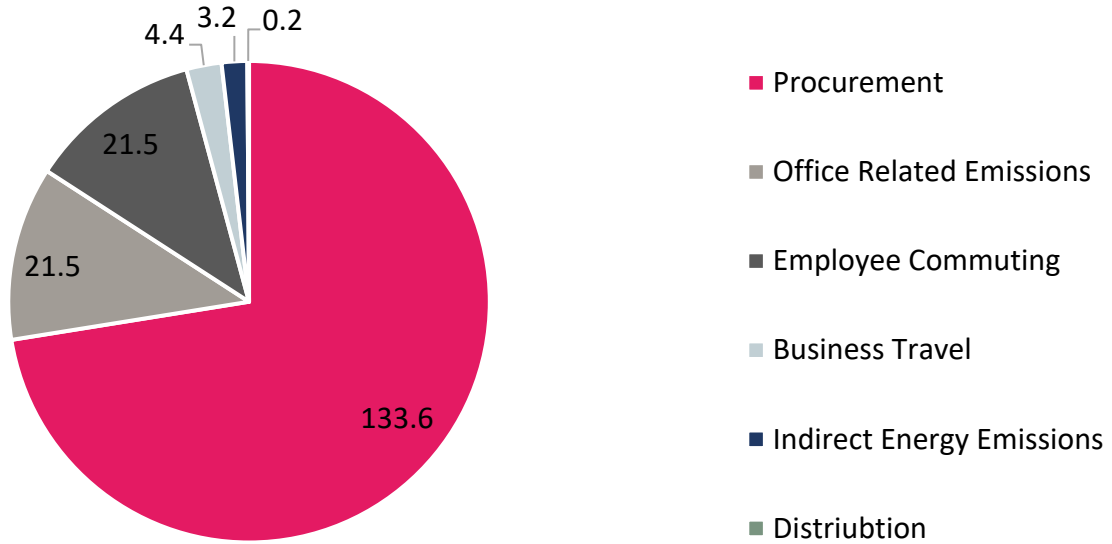
Period: Jan 23 – Dec 23	Carbon intensity (tonnes CO ₂ e per unit)
Employees*	2.9
Turnover (£)	67.3

*Employee figures do not include sessional workers, although the emissions of sessional workers (commuting and homeworking) have been measured and included in the footprint. Carbon Intensity metrics have been calculated using total market-based results.

Carbon Emissions Breakdown

The majority of our emissions resulted from our procurement activities; which include goods such as computers and phones, but also services such as training, room hire and consultancy. The emissions associated with our office, which will include utilities, cleaning and building maintenance (all organised by an office manager) and employee commuting (which also includes homeworking emissions) ranked second and third. We had a small amount of emissions to report from business travel, indirect energy emissions* and distribution.

Emissions by Category (tCO2e)





Emissions reduction targets

The Advocacy Project is committed to achieving Net Zero by 2045. To do this we will need to reduce our absolute emissions by at least 90% from our baseline year and neutralise any residual emissions. To keep us on track with this long-term target, we have also set the following near-term targets.

Our near-term targets:

- Maintain zero scope 1 and 2 emissions.
- Reduce scope 3 emissions by 42% by 2030.

Progress

There have been no previous existing carbon emissions reduction targets against which to report the progress.

Completed Carbon Reduction Initiatives

The following emissions management measures and projects have been completed or implemented since the start of our baseline reporting period.

Activity	Completion Date	Scope
Partner with Positive Planet to measure emissions and create a Carbon Reduction Plan outlining priorities for the year ahead. Commit to some SBTi aligned near- and long-term targets, and to measure emissions/review priorities annually.	2024	All scopes and categories

Future Carbon Reduction Actions

We are committing to action the following emissions management measures and projects in line with our Net Zero targets.

Activity No.	Activity	Target Date	Category
1	Data Improvements We commit to improving our data collection systems to ensure the availability of high quality data for future measurements. We have identified two areas where we would like to improve data collection processes over the next year:	2024	Business Travel, Capital Goods

	<p>1. Business Travel – Business travel emissions this year were calculated total spend on ‘road transport’ and ‘rail transport’. Data collection involved working through expenses to put them under either of these two categories and it is unlikely that all spend is reflected in the correct category. We will discuss with relevant staff members how we might improve our expenses process to ensure that activity data is collected (e.g. miles, km) so that it can be used instead of spend in future measurements.</p> <p>2. Capital Goods – Our capital good emissions are a result of the purchase of computers and other IT equipment and have been estimated using spend. The PCAF data (data regarding the production, transportation and disposal emissions of a product) is often available for laptops and desktops and so can be used instead of spend with the provision of an asset list. We will record the make and model of all purchases that would be categories under nominal code 5460. We will trial methods with this nominal code, and then extend this as PCAF data becomes available for a wider range of products.</p>		
2	Participate in training with staff to increase knowledge of climate change and mitigating actions e.g. Carbon Literacy Training or Couch to Carbon Zero.	2024	All scopes and categories
3	Conduct a staff survey or focus group to find out how best The Advocacy Project could best support staff to reduce business travel, commuting and homeworking emissions. Use results to plan next set of actions and inform a Sustainable Travel Policy.	2024	Business Travel, Employee Commuting
4	Publish a Sustainable Business Travel Policy or add a sustainability section to current policy.	2024	Business Travel, Commuting
5	Conduct a data collection survey with a % of suppliers as part of the next data collection process. Focus on suppliers with which you have spent the most, or with which you have a close relationship.	2024	Goods & Services, Capital Goods



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 Management Plan has been reviewed and approved by The Advocacy Project Executive Team.

Signed on behalf of The Advocacy Project

A handwritten signature in black ink, appearing to read "Freya Marshall".

Name: Freya Marshall

Position: Head of Business Development

Date: 23/01/2024

<https://ghgprotocol.org/corporate-standard>

<https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<https://ghgprotocol.org/corporate-value-chain-scope-3-standard>