

Carbon Reduction Plan

Supplier name: Ipsos

Publication date: 30th September 2021

Commitment to achieving Net Zero

Ipsos is committed to achieving Net Zero emissions by 2026.

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: 2019 (reporting period 1 st October 2018 – 30 th September 2019)	
Additional Details relating to the Baseline Emissions calculations.	
<p>As an Organisation, Ipsos is committed to building a sustainable future and achieving net zero emissions by 2026 in the UK, where possible reducing, rather than offsetting, our CO₂ emissions. We have implemented policies designed to reduce our carbon footprint for almost a decade, but this is the first Carbon Reduction Plan we have published that specifically focuses on the CO₂ emissions of our UK entity.</p> <p>We have used 2019 CO₂ emissions data (from the reporting year which runs from 1st October 2018 to 30th September 2019) as our baseline. This period gives a more accurate picture of our typical annual carbon footprint, compared with the reporting periods for 2020 and 2021 during which, like many organisations, our business was significantly disrupted by the COVID-19 pandemic, making these unsuitable for use as baseline years from which to measure progress.</p>	
Baseline year emissions: 2019	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	29.6t CO₂e <p>Our scope 1 emissions are made up entirely of fugitive emissions i.e. leaks from our office buildings. We currently do not measure leaks from our office builds. For 2019 an estimate was made for them based on the fact they will be minimal as we operate sealed units.</p>

<p>Scope 2</p>	<p>961.6t CO₂e</p> <p>Our scope 2 emissions are made up of indirect emissions from the generation of purchased energy for our office buildings. All Ipsos offices in the UK are managed by landlords, apart from our Edinburgh office at Wemyss Place which has no air conditioning. In our managed properties our electricity and gas are included within our service charges. We have our own electricity metres in the floors we occupy therefore we can measure electricity accurately within them. A small proportion of the office space we use is communal and electricity usage in these areas is estimated.</p> <p>Only in one office do we obtain direct figures for our gas usage. In the other offices where we use gas it is estimated based on the percentage of space that we occupy within the office complex.</p> <p>To calculate our Scope 2 emissions, we have taken the gas and electricity usage figures and estimates, and calculated CO₂ emissions based on the total energy usage using the GHG Protocol tool.</p>
<p>Scope 3 (Included Sources)</p>	<p>3975.9t CO₂e</p> <p>Our scope 3 emissions make up the largest proportion of operational emissions. These comprise upstream transportation and distribution, waste generated in operations and business travel emissions. Our current baseline does not include emissions on employee commuting or downstream transportation and distribution. These will be included in an updated baseline in the next reporting cycling.</p> <p>Upstream transportation and distribution: Currently we have a large number of suppliers who bring products and services into our business. At present we only have data available for a minority of suppliers associated with upstream transportation and distribution from paper that comes into our business.</p> <p>Waste generated in operations: Our operational waste is the waste that is produced from our office buildings. Our waste is handled by the landlords at each of our offices. As with our energy usage, currently we estimate our waste based on the proportion of floor space we use in each of our offices. Included within this is landfill waste, recycling and food waste. Our waste CO₂ emissions estimate covers our whole estate.</p> <p>Business travel: This is made up of travel to internal and external meetings, as well as any travel that our field research teams undertake to conduct face-to-face interviews. As a market research agency, face-to-face interviewing is a vital part of our business and allows us to provide the robust and high quality survey data that our clients require.</p> <p>Travel to internal and external meetings is undertaken on a variety of different modes of transport including via air, public transport (tubes, trams and rail) and cars (including taxis). We receive CO₂ emission reports from our Travel Management partners, with the exception of Trainline and</p>

	<p>Eurostar where we have estimated our emissions based on our spend with these organisations. A spend-based method has also been used to calculate CO₂ emissions based on employee data expenses modes of transport, where travel has not been booked through our Travel Management partners. From this combined data we have found that air travel alone makes up 41% of all our currently reported CO₂ emissions.</p> <p>Our face-to-face field research teams force travel by car where necessary to conduct interviews. As an organisation we currently collect mileage data from these employees which has been used to calculate emissions.</p> <p>Employee commuting: At present we do not have data for employee commuting.</p> <p>Downstream transportation and distribution: For a market research agency these comprise emissions resulting from suppliers distributing questionnaires, invitations and other research materials. In 2019 we did not have sufficient data available to report on these CO₂ emissions.</p>
Total emissions	4967.1t CO₂e

Emissions reduction targets

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

We project that carbon emissions will decrease over the next five years to 3078.3 tCO₂e by 2026. This is a reduction of 38%. To achieve this, we have set a goal of reducing our CO₂ emissions to 4589.8 tCO₂e (an 8% reduction) in the next year.

Carbon reduction initiatives

At Ipsos, our approach to CSR has always incorporated three critical elements: People, Planet and Society. Employees at all levels across the business complete CSR training in their first week and are engaged in generating ideas for new initiatives, such as planting a tree for every UK employee. We were the first international research company to sign the UN Global Compact in 2008 respecting ten universal principles which include the commitment to ensure sustainable consumption and production patterns, and to take urgent action to combat climate change and its impact.

Reducing our carbon footprint is at the core of our environmental policy. We set ambitious emission reduction targets and publish our GHG emissions annually, and we undergo an external audit each year to monitor how we record and calculate our emissions. In the UK our CEO, Ben Page, has signed the Market Research Society (MRS) Net Zero Pledge, which commits us to achieving net zero emissions by 2026 and to collaborate across the sector. We believe that reducing emissions must be the first step in this journey and will seek to offset only those emissions that cannot be avoided.

As a research company, we also have a responsibility to help our clients understand their impact on the environment and to recommend solutions through our insights and consultancy work. Our Climate Change and Sustainability Practice joins up our sustainability research from across the business to ensure we provide a true understanding and reliable insights to our clients, who include government and board room decision makers. We regularly publish thought pieces on the climate emergency, including white papers on a range of relevant topics like Green Finance and ESG. We also produce global surveys for Earth Day and regularly speak at conferences on the topic of sustainability.

To meet our ambitious targets, in the future Ipsos plans to implement further measures such as:

Scope 1: Our scope 1 emissions are minimal, making up just 1% of our overall monitored CO₂ emissions, and are the result of leaks from heating and cooling systems in our offices. All Ipsos offices in the UK are managed by landlords, apart from our Edinburgh office at Wemyss Place which has no air conditioning. Our UK Facilities team will continue to engage with building landlords to ensure energy efficiency remains a key area of focus in our managed buildings.

Given the limited opportunity for carbon reduction in this category, Ipsos is committed to offsetting all Scope 1 emissions in this category to achieve net zero by 2026.

Scope 2: We estimate that around 19% of our monitored CO₂ emissions result from running heating and cooling systems in our offices. We are currently in the process of migrating all our UK offices to renewable energy sources and this will remain a priority area of focus in discussions with our landlords.

We are targeting a reduction in Scope 2 carbon emissions of 10% this year, and by 50% by 2026. Beyond that, Ipsos is committed to offsetting our remaining emissions in this category to achieve net zero by 2026 in the UK.

Scope 3: This category makes up 80% of all monitored Ipsos CO₂ emissions:

- **Upstream transportation + distribution:** we have a large number of suppliers to our different offices, and we are committed over the long term to supporting these businesses in improving their sustainability practices and aligning them with our internal policies and company values.
- **Waste generated in operations:** in the short term we plan to install weighing scales to improve control and efficiency of waste collection in our biggest London offices, at Thomas More Square and King's House. Over the long term, we are committed to working with employees and cleaning staff to improve adherence to the recycling policy – targeting in particular plastic waste – by drawing on our in-house behaviour change experts, improving signage and boosting education at all levels.
- **Business travel:** while we recognise the importance to our business of in-person meetings, both in terms of our client engagement activities and our face-to-face research fieldwork, we estimate that business travel accounts for 79% of our overall monitored CO₂ emissions. It is therefore imperative that we act to reduce these emissions, while protecting as far as possible our

commercial operations. In the short-term, we will ensure that travel policies are worded to minimise carbon-intensive travel (cars and flights) that is not strictly necessary, including requiring our staff to consider the cost/benefit of a face-to-face engagement versus a virtual meeting, and, where in-person presence is deemed important, reducing the number of people attending in-person and encouraging other colleagues to join remotely as part of a blended approach. Air travel is a particular concern, and we will introduce various measures to reduce emissions from flights by 50% over the next 5 years by mandating that all air travel is signed off at board-level and by adopting a policy of zero-tolerance for Business Class. We will also ensure all travel is booked through our company travel agent to give us greater monitoring and control of our business travel. Where individual budgets exist for senior level employees to travel to meet clients, we will insist that carbon-offsetting costs are met within those existing budgets. Our Operations, HR and Management teams will work closely to ensure compliance across our teams.

- **Employee commuting:** we do not currently have data on how Ipsos employees travel to work. In the next 12 months we will start to record distance, travel frequency and mode of transport to work, as well as exploring opportunities for individuals to switch to greener modes of travel. Following the pandemic, we have moved to a blended working approach with most full-time employees spending on average two days per week in the office. This alone should result in a significant reduction in our CO₂ emissions associated with travel to work. We will also ensure that staff are made aware of the provisions for cyclists (bike storage, showers) at our offices and take advantage of local council / government schemes to promote safe cycling (e.g., lights, accompanied cycling).
- **Downstream transportation and distribution:** emissions within this area are minimal and associated with critical business activity. Our intention therefore in the short-term is to offset the carbon associated with our mail and distribution activities, and over the next few years to further streamline our suppliers and work with those who are aligned with our sustainability policies and goals. We have already made efforts to gather information from suppliers to report on this in the future, and we will continue to prioritise this to ensure we can provide a full picture of our downstream transportation and distribution emissions.

We are targeting a reduction in Scope 3 carbon emissions of 7% this year, and by 35% by 2026. Beyond that, Ipsos is committed to offsetting remaining emissions in this category to achieve net zero by 2026 in the UK.

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 the Supplier:



.....
Date: 30th September 2021

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>