



Carbon Reduction Plan

Ipsos UK

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Commitment to achieving Net Zero

Ipsos UK is committed to building a sustainable future and achieving net zero emissions by 2026, where possible reducing, rather than offsetting, our CO₂ emissions. For many years we have implemented policies designed to lighten our environmental impact by reducing waste and energy consumption, monitoring and minimising greenhouse gas emissions, and by promoting environmental initiatives. In recent years we have formalised our commitments by publishing our UK Carbon Reduction Plan.

Carbon emissions

Reporting year: 2021 (reporting period 1 st January 2021 to 21 st December 2021) Baseline emissions are noted in brackets beside emissions for the current reporting year.	
Total emissions	5240.7 tCO₂e (versus 4967.1 tCO ₂ e in 2019)
Scope 1	35.5 tCO₂e (versus 29.6 tCO ₂ e in 2019) Our scope 1 emissions relate exclusively to fugitive emissions i.e., leaks from our office buildings. We currently do not measure these and as such an estimate of 0.7% has been applied based to reflect the fact they will be minimal as we operate sealed units.
Scope 2	263 tCO₂e (versus 961.6 tCO ₂ e in 2019) Our scope 2 emissions comprise indirect emissions from the generation of purchased energy for our office buildings. All Ipsos UK offices 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 meters in the floors we occupy and therefore 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>Only in one office do we obtain direct figures for our gas usage. In the other offices where we use gas, this 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 total energy usage using the GHG Protocol tool.</p>
<p>Scope 3</p>	<p>4942.2 tCO₂e (versus 3975.9 tCO₂e in 2019)</p> <p>Our scope 3 emissions make up the largest proportion of our operational emissions. These comprise upstream transportation and distribution, waste generated in operations, and business travel emissions. We do not currently include emissions associated with employee commuting or downstream transportation and distribution.</p> <p>Upstream transportation and distribution: Currently we have a large number of suppliers who provide products and services to 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, including landfill, recycling and food waste across our whole estate. Our waste is handled by the landlords at each of our offices. At our largest two sites, we weigh our waste to provide accurate emissions data, and at our smaller sites we estimate our waste based on the proportion of floor space we use.</p> <p>Business travel: This is made up of national and international 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 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 Eurostar where we have estimated our emissions based on our spend with these organisations. A spend-based method has also</p>



	<p>been used to calculate CO2 emissions where travel was not booked through our Travel Management partners. From this combined data we have found that air travel alone makes up 4.2% of all our currently reported CO2 emissions.</p> <p>Our face-to-face field research teams travel by car where necessary to conduct interviews. We collect mileage data from these employees which has been used to calculate emissions.</p> <p>Employee commuting: At present we do not collect data on employee commuting or emissions associated with working remotely / from home.</p> <p>Downstream transportation and distribution: For a market research agency these emissions result from suppliers distributing questionnaires, invitations and other research materials.</p>
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Our carbon reduction strategy

Ipsos group is one of 400 companies identified as 'Europe's Climate Leaders' as published by the Financial Times in collaboration with Statista [here](#). We self-publish our emissions and provide these anonymously as a benchmark indicator for the ICC, and we disclose our GHG emissions annually via the CDP at a country and group level. Presently this is for 94% of our global business across 90 different markets (including the UK) and we continue to expand our coverage. As a global business Ipsos is committed to achieving net zero by 2035.

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. Ipsos markets report annually to our global headquarters as part of a programme to measure our corporate social, environmental and societal activities, allowing us to define areas for improvement and ensure the consistency of the policies implemented across our markets. In 2022, Ipsos group achieved a gold rating from ESG rating agency Ecovadis, which is awarded to the top 5% of companies.

Reducing our carbon footprint is at the core of our environmental policy. We set emissions 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 we have signed the Market Research Society (MRS) Net Zero Pledge, which commits us to achieving net zero emissions by 2026 and to collaborating across the sector. We believe that reducing emissions must be the first step in this journey and we will seek to offset only those emissions that cannot be avoided. As part of our drive to reduce energy use and eliminate waste, our sustainable development strategy, Taking Responsibility, contains a broad range of initiatives and policies structured around the three pillars of Society, People, and Environment. The programme, which is designed to raise awareness and encourage behaviour change among staff, suppliers and clients, is regularly monitored by the members of the Corporate Social Responsibility (CSR) Committee and Ipsos' Board of Directors. Taking Responsibility includes the following:

- **Training and engagement:** 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. In addition to Ipsos' global commitment, notably through the Ipsos Foundation, we strive to strengthen our involvement at the local level and encourage Ipsos employees to participate in humanitarian activities, volunteer work and skills patronage in their countries.
- **Minimising waste:** 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. We further aim to minimise printed materials and have introduced staff awareness/training initiatives to encourage actions that minimise waste being produced e.g., toner cartridges are recycled for charity, unwanted PCs donated are reconditioned for use by charities, internal envelopes are reused. We offer accessible recycling points on all floors of our offices; all of our recycling is carried out by Change Works Recycling; and we use lower gauge and recycled paper.

- **Reducing energy and water wastage:** we have migrated all our UK offices to 100% renewable energy sources and use energy efficient light bulbs wherever possible. All photocopiers have timers to switch off if not in constant use; all PCs are compliant with the relevant energy efficiency standard; we run efficient heating and hot water systems, small cisterns and passive infra-red sensors (PIR) which minimise water use, and low traffic office areas such as stairwells, toilets, offices and meeting rooms have PIR operated lighting.
- **Greener transport:** we encourage the use of public transport for employees by ensuring that where feasible staff use public transport to attend meetings with clients. We provide interest-free loans for public transport season tickets; participate in the UK Government's cycle to work scheme; offer company Oyster cards for staff to use at our London sites; and provide bike storage for staff at our offices. We do not subsidise employee car parking.
- **Hybrid working:** 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 is expected to result in a significant reduction in our CO2 emissions associated with travel to work compared with pre-pandemic.
- **Business travel policy:** 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 59% 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. We have therefore tightened our Travel Policy 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 require that all air travel is either Economy class (flights under 6 hours) or Premium Economy (for longer distances), with Business Class travel strongly discouraged and requiring senior approval. We are also pushing to ensure all travel is booked



through our company travel agent to give us greater monitoring and control of our business travel. Our Operations, HR and Management teams will work closely to ensure compliance across our teams. Ipsos supports Gold Standard certified climate projects by off-setting all carbon emissions associated with business travel (excluding travel undertaken in the course of research fieldwork).

- **Sustainable pensions:** We operate a Group Personal Pension Plan (GPP) which, focuses on sustainable investment. 30% of our default pension fund is now invested in the Developed World Sustainable Equity Index Fund in which the portfolio of the investments is weighted towards companies that are doing more to tackle ESG issues (such as Microsoft). As well as increasing the ESG percentage in the default fund, our pension provider has made a commitment that carbon emissions from their default solutions will be net zero by 2050, with the aim of reducing these by half by 2030.

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 advisory work. Ipsos UK's Climate Change and Sustainability Practice joins up our sustainability research from across the business to ensure we provide true understanding and reliable insights to our clients, which 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.

Our key 2022-23 ambitions include:

In addition to continuing the wide range of policies, initiatives and advisory work detailed above, we plan to introduce the following new focus areas for the coming year:

- Developing a means of measuring carbon emissions at an individual project level so that we can transparently share with clients the impact of the work they commission. A task force from across the business will look into feasibility and best practice with the aim of developing an initial system in the next 12 months.
- We will focus on strengthening our supplier code of conduct to move from guidance to setting absolute requirements for companies we partner with and buy from.
- We will start to measure the carbon emissions associated with employees commuting to work, as well as emissions associated with working from home, and use this information to further our strategy around hybrid working and greener transport.



Emissions reduction targets

To continue our progress to achieving net zero, we have adopted the following carbon reduction targets. As a growing business, Ipsos continues to acquire new businesses and to recruit new staff directly. While our carbon reduction strategy applies to all Ipsos employees and business entities, the changing shape of our business makes it difficult to ensure an entirely linear path to net zero. Therefore, where it makes sense to do so, we have set short term targets based on emissions per head rather absolute reductions.

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

Scope 2: We are targeting a reduction in Scope 2 carbon emissions of 20% per employee by the end of 2023, and we are committed to offsetting our remaining emissions in this category to achieve net zero by 2026.

Scope 3: We are targeting an absolute reduction in Scope 3 carbon emissions of 20% by the end of 2023, and 40% by the end of 2026. Beyond that, Ipsos UK is committed to offsetting remaining emissions in this category to achieve net zero by 2026.



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 using 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 has 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).

Approved on behalf of the Supplier:

Kelly Beaver
CEO Ipsos UK and Ireland

Date: 1st November 2022

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>