



Carbon Reduction Plan

Ipsos UK

Publication date: 30th August 2023

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.

Baseline Emissions Footprint

Reporting year: 2019	
This is a historic baseline, but it should be noted that the Ipsos UK business has experienced significant organic and non-organic growth since 2019. Current carbon emissions are therefore logged at both an absolute and per employee level for the purposes of comparison.	
Total emissions	4967.1 tCO₂e
Scope 1	29.6 tCO₂e
Scope 2	961.6 tCO₂e
Scope 3	3975.9 tCO₂e

Current Emissions Reporting

Reporting year: 2022 (reporting period 1 st January 2022 to 31 st December 2022) Baseline emissions are noted in brackets beside emissions for the current reporting year.	
Total emissions	6,071.5 tCO₂e (3.23 tCO ₂ e per employee versus 3.94 tCO ₂ e in 2019)

Scope 1	<p>321.8 tCO₂e (versus 29.6 tCO₂e in 2019)</p> <p>Our scope 1 emissions comprise those from gas along with fugitive emissions i.e., leaks from our office buildings. All Ipsos UK offices are managed by landlords, apart from our Edinburgh office at Wemyss Place. Wemyss Place is the only office where we have our own gas meter and obtain direct figures for our usage. In the other offices where we use gas, this is included within our service charge and estimated based on the percentage of space that we occupy within the office complex. We currently do not measure fugitive emissions 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.</p> <p>To calculate our Scope 1 emissions, we have taken our gas usage figures and estimates (gas was previously included in Scope 2), along with an estimate for the fugitive's and calculated CO₂ emissions based on total energy usage using the GHG Protocol tool.</p>
Scope 2	<p>25.9 tCO₂e (versus 961.6 tCO₂e in 2019)</p> <p>Our scope 2 emissions now arrive exclusively from the generation of purchased electricity for our office buildings. We have our own electricity meters in all the floors of the buildings we occupy and therefore can measure electricity usage accurately within them. A small proportion of the office space we use is communal and electricity usage in these areas is estimated based on the percentage of space that we occupy within the office complex.</p>
Scope 3	<p>5,723.8 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, business travel, employee commuting and downstream transport 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. We are in the process of calculating the carbon footprint of our office supplies (excluding paper) and have set a target of 1st July to input this data into our Scope 3 emissions calculations.</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 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 11.5% of all our currently reported CO2 emissions despite ongoing effort to keep air travel across the organisation to a minimum.</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: In February 2023 we calculated emissions data for our employee commuting for the first time with an estimate of 655 tCO2e for 2022.</p> <p>Downstream transportation and distribution: For a market research agency these emissions result from suppliers distributing questionnaires, invitations and other research materials. We have formed a working group tasked with developing a tool which will enable the calculation of the carbon footprint of individual research projects. We have set a deadline of 29th September for this to be operational.</p>
--	---



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 Environmental, Social and Governance (ESG) 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, 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 and 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 to three 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 53% 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 2023-24 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 will look at feasibility and best practice with the aim of developing an initial system by the end of quarter three 2023.
- 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 continue to measure the carbon emissions associated with employees commuting to work, as well as start to measure 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 a 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).

Signed on behalf of the Supplier:

Kelly Beaver
Chief Executive Officer, Ipsos UK & Ireland
Date: 30th August 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>