



Carbon Reduction Plan

Ipsos UK

Publication date: 12th June 2026

Commitment to achieving Net Zero

Ipsos globally is committed to the Science-Based Targets Initiative (SBTI). Our ambition is to be Net Zero by 2050, with a “near-term target” in 2030 of circa 50% reduction on scopes 1 and 2 and circa 28% reduction on scope 3 emissions versus our 2019 baseline. Our targets have been approved by the Science-Based Targets Initiative and are in line with the internationally agreed targets of the 2015 Paris Climate Agreement.

For many years locally we have implemented policies designed to lighten our environmental impact by reducing waste, energy consumption, monitoring and minimising greenhouse gas emissions, and by promoting environmental initiatives. In recent years we have formalised our commitments by annually 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.	
In addition, the accuracy of Ipsos carbon measurement is continually evolving and improving and consequently the 2019 baseline data has been updated and restated more recently to comply with SBTI best practice, incorporating all elements of Scope 1 to 3 emissions – including purchased goods and services. It is anticipated that methods of measurement for Scope 3 emissions will be optimised further over coming years.	
Total emissions	17,029 tCO₂e (13.51 tCO ₂ e per employee)
Scope 1	1,337 tCO₂e
Scope 2	399 tCO₂e
Scope 3	15,293 tCO₂e
Reporting year: 2025 (reporting period 1 st January 2025 to 31 st December 2025) Baseline emissions are noted in brackets beside emissions for the current reporting year.	
Total emissions	15,189 tCO₂e (8.05 tCO ₂ e per employee versus 13.51 tCO ₂ e in 2019) <i>Note: All emissions have been converted to CO₂e using ADEME emissions factors unless otherwise stated.</i>
Scope 1	269 tCO₂e (versus 1,337 tCO ₂ e in 2019) 72% of our scope 1 emissions relate to fossil energy consumption from gas usage to heat our buildings whereby the energy consumption in kWh is converted to CO ₂ e 19% relate to refrigerant gas leakages from our offices air conditioning systems, whereby emissions are calculated based on theoretical leakage converted to CO ₂ e The remaining 9% of our scope 1 emissions relate to business travel by operated cars and commuting by the Ipsos car fleet. Emissions have been calculated based on the distance in KM reported and converted into CO ₂ e.

<p>Scope 2</p>	<p>7 tCO₂e (versus 399 tCO₂e in 2019)</p> <p>100% of our scope 2 emissions now derive exclusively from purchased electricity for our office buildings. We have our own electricity meters in all the floors of the main 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> <p>Emissions are calculated based on electricity consumption in kWh, converted to CO₂e using International Energy Agency (IEA) national average emission factors (renewable energy consumption being accounted for in scope 3.3, with specific market emission factors).</p>
<p>Scope 3</p>	<p>14,913 tCO₂e (versus 15,293 tCO₂e in 2019)</p> <p>Our scope 3 emissions make up the largest proportion of our operational emissions.</p> <p>86% of these emissions come from Purchased Goods & Services, including, but not limited to, fieldwork supplier costs, interviewer costs, IT equipment, professional fees, entertainment, office supplies, paper & cardboard, external mail and interviewers' business travel.</p> <p>Most of these emissions are calculated based on secondary data (financial spend), however emissions for paper and cardboard purchased are calculated based on primary data (weight), interviewers' business travel emissions are calculated based on primary data i.e. distance travelled in KM. These are then all converted into CO₂e.</p> <p>Business travel accounts for 7%. This is made up of national and international travel to internal and external meetings. Emissions are calculated based on primary data (activity-specific) converted to CO₂e</p> <p>Employee commuting accounts for 5.5% of our emissions: Emissions are calculated based on primary data (employee survey) converted into CO₂e.</p> <p>1% of emissions come from Capital Goods (emissions related to the leasing of buildings, vehicles and IT equipment). Emissions are calculated based on primary data (product-specific) and converted to CO₂e.</p> <p>0.47% of emissions are due to Fuels and Energy (not covered by scope 1 and 2). Emissions are calculated based on secondary data (national averages) converted to CO₂e.</p> <p>Less than 0.03% of our emissions come from Waste Generated within our business. Emissions are calculated based on primary data (material-specific) converted into CO₂e.</p>



Our carbon reduction strategy

Ipsos self-publishes emissions data 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.

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 local country businesses report annually to our global headquarters as part of a programme to measure our corporate people, environmental and societal activities, allowing us to define areas for improvement and ensure the consistency of the policies implemented across our markets. As of 2025, Ipsos Group has a Silver rating from ESG rating agency Ecovadis.

Reducing our carbon footprint is at the core of our environmental activities. 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. As a global business Ipsos is committed to achieving net zero by 2050. 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' Management Board. 'Taking Responsibility' includes the following:

- **Training and engagement:** Employees at all levels across the business complete ESG training in their first week with the organisation and are engaged in generating ideas for new initiatives, such as planting a tree for every UK employee.
- **Minimising waste:** We are committed to continually working with employees and cleaning contractors to improve adherence to Ipsos UK 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 laptops are reconditioned for use by charities, internal envelopes are reused. We offer accessible recycling points on all floors of our offices and we only purchase lower gauge paper or FSC-certified paper.
- **Reducing energy and water wastage:** We have migrated all our UK offices to 100% renewable energy sources and use energy efficient light bulbs as standard. All photocopiers and PCs are compliant with the relevant energy efficiency standard and are powered down when not in use; 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 both commute and attend meetings with clients. We provide interest-free loans for public transport season tickets, participate in the UK Government's cycle to work scheme, are exploring EV schemes for employees and provide bike storage for staff at our offices. We encourage sustainable personal habits by encouraging engagement with tools such as the 'United Heroes' app, which prompts employees to choose healthier, low-carbon lifestyle options like walking or cycling as part of a daily routine.
- **Hybrid working:** Ipsos is proud to work flexibly, with a blended working approach meaning that full-time employees spend on average three days per week in the office or with clients. This has resulted in a significant reduction in our CO2 emissions associated with travel to work compared with historic benchmarks.
- **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 7% of our overall monitored CO2 emissions. It is therefore important that we continue to act to reduce these emissions, while protecting as far as possible our commercial operations. We have a Travel Policy that seeks to minimise carbon intensive travel (cars and flights) that is not strictly necessary, including requiring colleagues 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. 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 mandate that air travel is booked through our company travel agent to give visibility and control. Our Finance, HR and Management teams work closely to ensure compliance.
- **Sustainable pensions:** We operate a Group Personal Pension Plan (GPP) which, focuses on sustainable investment. 72% of our default pension fund is now invested in the Developed World Sustainable Equity Index Fund in which the portfolio of investments is weighted towards companies that are doing more to tackle ESG issues. As well as increasing the ESG weighting 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 world leading research company, we also have a responsibility to help our clients, which include government and board room decision makers, understand their impact on the environment and to recommend solutions through our insights and advisory work. We regularly publish thought pieces on the climate emergency, including white papers on a range of relevant topics like Green Finance and ESG. We regularly produce global surveys the Ipsos People and Climate Change Report and speak at conferences on the topic of sustainability.



Our key 2026 ambitions include:

Continuing the wide range of policies, initiatives and advisory work detailed above, as well as:

- **Further refining our carbon emissions calculator**, which has already been developed and tested across several major statutory surveys. This tool enables us to transparently demonstrate to clients the carbon impact of the work they commission with Ipsos. We will also continue strengthening collaboration with suppliers to secure more accurate activity data, improving transparency and supporting more sustainable practices across our operations.
- **Continuing to advance our global carbon reduction strategy** in partnership with colleagues across all Ipsos markets. This multi-faceted programme forms a central part of our SBTi commitments and will continue to evolve throughout 2026.
- **Establishing a dedicated IT working group** within the broader strategic plan to assess the carbon footprint of our data centres, our use of AI partners, and the environmental impact of virtual communication across the organisation.
- **Strengthening our supplier code of conduct**, moving from guidance to clear, mandatory requirements for all companies we partner with or procure from. With increased focus on Scope 3 purchased goods and services, supplier emissions and progress toward Net Zero will remain key topics in our review discussions.
- **Continuing to measure and reduce emissions** associated with employee commuting, while enhancing guidance for fieldwork interviewers and progressing long-term plans to reduce interviewer mileage and associated carbon impacts.

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.

The Ipsos global method used to measure greenhouse gas emissions is based on the Bilan Carbone® methodology and Scopes 1, 2 and 3 are defined according to the rules of the GHG Protocol. Ipsos' greenhouse gas emissions report now covers all countries and all Scope 3 emissions in line with SBTi best practice.

This Carbon Reduction Plan has been reviewed and signed off by the UK CEO and COO on behalf of the Ipsos UK Management Board.

Signed on behalf of the Supplier:

Kelly Beaver MBE
Chief Executive Officer, Ipsos UK & Ireland
Date: 12th June 2026