

Carbon Reduction Plan 2024 for Aspect Ltd.

Introduction

Aspect is committed to reducing its carbon emissions as part of its broader commitment to sustainability and environmental stewardship. The agency, which employs 21 permanent staff members and works with a network of trained freelancers, has established sustainable principles and is accredited with industry-leading certifications. As part of our journey to support the Paris Agreement’s goal of limiting global temperature rise to 1.5°C, this Carbon Reduction Plan outlines strategies for reducing emissions in line with our baseline across Scope 1, Scope 2, and Scope 3.

Our operational model is based on flexible, home-based working arrangements and renting a shared office space in a co-working building. Additionally, we collaborate with suppliers and stakeholders who have strong greenhouse gas (GHG) reduction goals, and we support our clients in tracking both the carbon and social impact of their events.

Our Sustainability Commitment

We are committed to:

- Reducing carbon emissions by aligning with the Paris Agreement targets.
- Engaging our supply chain to promote the use of suppliers with strong GHG reduction initiatives.
- Publishing our carbon footprint annually to track our progress and ensure transparency.
- Encouraging clients to track and reduce the carbon footprint and monitor the social impact of their events.

Baseline Emissions Overview

We have established a baseline for our Scope 1, 2, and 3 emissions, with data being added as we collect more detailed information. Our reduction strategies will be refined based on this data, with a target to reach Net Zero by 2050.

SCOPE	2022/23 BASELINE	2030 TARGET	2050 TARGET
Scope 1&2 (tCO ₂ e)	0.24 tCO ₂ e <i>(market based)</i> 0.32 tCO ₂ e <i>(location based)</i>	Reduce absolute emissions by 50% from 2022/23 baseline	Reduce absolute emissions by 100% from 2022/23 baseline
Intensity KPI (tCO ₂ e per FTE)	6.37	KPI reduced by 50%	KPI close to 0
Scope 3 (tCO ₂ e)	121 tCO ₂ e	80% of suppliers to have set net zero targets	Reduce emissions from IT spend by 50%
Offsetting KPI		Tonnes of carbon offset	Tonnes of carbon offset

Key Areas of Carbon Emissions

Scope 1: Direct Emissions (Minimal)

Aspect does not own vehicles or other assets that directly generate emissions, so Scope 1 emissions are minimal. Occasional use of rental vehicles for business purposes is our main source of direct emissions.

Reduction Strategies:

- Electric or hybrid rentals: Prioritize the use of electric or hybrid vehicles for any necessary transportation.
- Business travel: Encourage virtual meetings where possible to reduce the need for business travel. Offset any unavoidable travel emissions through certified carbon offset schemes.

Scope 2: Indirect Emissions (Energy Use)

Our Scope 2 emissions arise from the energy consumed in our rented co-working office space and employees' home offices.

Reduction Strategies:

- Co-working space: Collaborate with the co-working space provider to ensure that energy consumption is minimized. We will prioritize using spaces that are powered by renewable energy sources and certified for energy efficiency (e.g., LEED or BREEAM certifications).
- Employee home office energy: Encourage employees to use energy-efficient equipment and opt for renewable energy at home. Provide guidelines and support to employees to reduce their carbon footprint while working remotely.

Scope 3: Indirect Emissions (Value Chain and Business Operations)

Scope 3 emissions, which include supply chain activities and professional services, form the majority of our carbon footprint. These emissions also cover activities such as the production of materials, business travel, and the operations of our vendors and freelancers.

Reduction Strategies:

- Supplier engagement: Continue to work with suppliers and freelancers who have strong GHG reduction plans. We will prioritize working with vendors who commit to transparent carbon tracking and emission reduction.
- Freelancer and contractor network: Leverage our freelancers' sustainability training to ensure they adopt eco-friendly practices, such as minimizing their own energy use, transportation emissions, and resource consumption when working with us, and be ambassadors of Aspect's best practices.
- Digital operations: Maintain and improve our paperless workflows by leveraging digital communication tools and cloud-based systems to reduce the need for printed materials and resource-heavy processes, and prioritise circular economy for our in-house IT spend.

Additional Carbon Reduction Initiatives

1. Employee Training and Engagement:

- All permanent employees and freelancers will continue to receive training on carbon reduction strategies and sustainable business practices. Regular workshops or refreshers will be held to ensure that sustainability remains a core part of our operational ethos.
- Our Green Team led by our Sustainability Manager and accompanied by Sustainability Champions and Business Operations team leads initiatives aimed at minimizing resource use and energy consumption both at the office and in employees' home offices.

2. Client Support for Carbon Tracking:

- In addition to reducing our own operational emissions, we offer our clients tools and services to track the carbon footprint of their events, helping them align with sustainability goals. This includes:
 - Tracking emissions from travel, logistics, and energy use.
 - Developing reduction strategies for future events.
 - Offering offset solutions for clients who wish to balance their carbon impact.
- We also help clients track the social impact of their events, ensuring that food redistribution to communities, waste reduction, and other sustainability initiatives are prioritized, giving back to the local communities.

3. Social Impact and Waste Management:

- No waste to landfill: We uphold the principle of repurposing, reusing, or recycling event materials to prevent any waste from going to landfill.
- Circular economy approach: Where possible, we will source reusable and repurposed materials for internal use and client events.
- Redistribution of food: For our events and client events, we work to ensure that surplus food is redistributed to local communities or food banks, reducing waste while having a positive social impact.

Monitoring, Reporting, and Accountability

1. Annual Reporting:

- We commit to publishing an annual report of our carbon footprint by May-June each year. This report will outline our progress against reduction targets, covering Scope 1, 2, and 3 emissions.

2. Third-Party Audits:

- To ensure the accuracy of our emissions data and progress reporting, we will work with third-party auditors to verify our carbon footprint and the efficacy of our reduction initiatives.

3. Transparent Targets:

- Our targets, aligned with the Paris Agreement, will be updated annually based on the most recent data, and we will share progress openly with employees, clients, and stakeholders.

Conclusion

Aspect is dedicated to minimizing its carbon footprint and leading the event industry toward a more sustainable future. Our flexible working model, minimal direct emissions, and strong focus on Scope 3 engagement make us well-positioned to achieve significant reductions. We will continue to support our clients in their sustainability goals while ensuring that we remain accountable and transparent in our own efforts.

By working collaboratively with employees, suppliers, and clients, and by continuously improving our practices, we aim to achieve Net Zero by 2050 and become a role model for sustainable business practices in the event industry.

This streamlined plan reflects your agency's unique operating model and sustainability ethos while focusing on the carbon footprint of the business operations.

This plan is built to evolve as more data becomes available and to adapt to the fast-changing landscape of sustainability best practices in the events industry.