

CARBON REDUCTION PLAN

FOR

Insight MCL
video communications events

Prepared by:



Insight MCL
Carbon Emissions Report

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1 Net Zero Commitment

Insight MCL recognises the importance of making a full and lasting commitment to reducing the greenhouse gas emissions from our activities, in support of the wider commitment of the world to limit global temperature increases and the impact on the planet.

We commit to the following:

1. For our company to achieve Net Zero in line with the Science Based targets set out by the UNFCCC i.e., to achieve Net Zero no later than 2050 and target a 50% reduction in emissions by 2030.
2. To set realistic short- and long-term targets that are designed to achieve our Net Zero commitments.
3. To report the total Greenhouse Gas emissions of our business, at a minimum, on an annual basis.

	Year
Commitment to be Net Zero	2050
50% Emissions Reduction	2030

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2 Background Information

2.1 Company

Insight MCL is a Limited Company registered in England, company number 9593625, with its registered address at Unit B4 The Maltings, Stanstead Abbots, Hertfordshire, SG12 8HG

Climate change is a global issue, for which we are all accountable. Companies need to take action to mitigate climate change and reduce its harmful effects; greenhouse gas (GHG) emissions must be reduced to sustainable levels. **Insight MCL** are passionate about climate change and aim to reduce its carbon footprint and environmental impacts through environmentally sustainable policies and practices. As part of this, INSIGHT MCL are committed to analysing and reporting on carbon emissions in order plan effectively to reduce them.

Reporting Period	Current Period May 2023 – Apr 2024
Industry	Media
No. of Staff	3
No. of Premises Owned	0
No. of Premises Leased	1
No. of Company Vehicles - Owned	0
No. of Company Vehicles - Leased	0

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2.2 Current Reporting Period

May 2023 – Apr 2024

2.3 Organisational Boundary

There are 3 different approaches to measuring emissions, as defined by the GHG Protocol. This report has been constructed using the **Operational Control Approach**, considering the requirements of each potential approach.

Approach	Description	Approach Taken
Operational Control	The organisation has operational control over an operation if it or one of its subsidiaries has the full authority to introduce and implement its operating policies at the operation.	✓
Financial Control	The organisation has financial control over the operation if it has the ability to direct the financial and operating policies of the organisation with a view to gaining economic benefits from its activities.	
Equity Share	The organisation accounts for GHG emissions from operations according to its share of equity in the operation.	

2.4 Benchmark Year

This is the first time the company has measured and reported on its carbon emissions and therefore this is the benchmark year, i.e. from **May 2023 – April 2024**.

2.5 Methodologies Used

Throughout this report all methodologies used are explained within the relevant sections.

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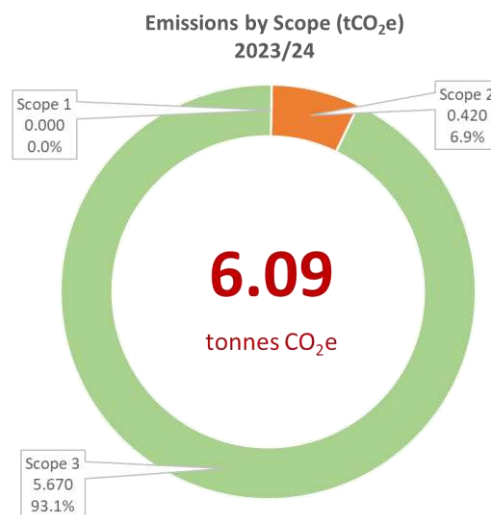
3 Carbon Emissions Overview



The total calculated emissions for the business for the period 2023/24 are 6.09 tCO₂e. This is the first year the company has measured its carbon emissions. As such this is the benchmark year of the company with the breakdown of emissions analysed throughout this report.

The Company will aim to measure an increasing amount of Scope 3 emissions and is committed to reducing their emissions across all scopes.

4 Analysis by Scope

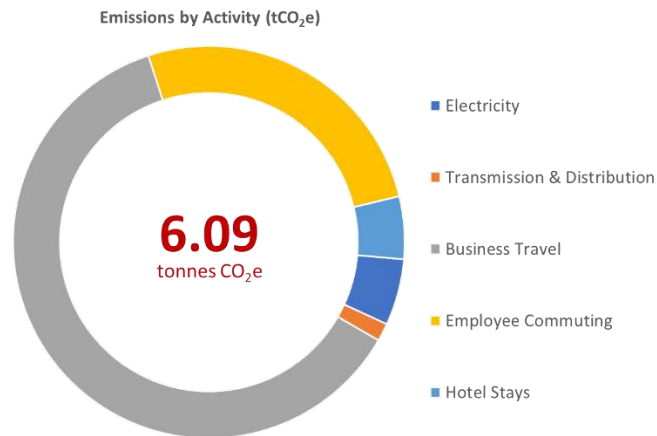


Scope	Description	tCO ₂ e	%
Scope 1	Scope 1 emissions includes fuel from company vehicles and fuels used in the company premises, including propane and heating oil.	0	0%
Scope 2	Emissions in scope 2 includes electricity used at the company's office. The office moved to a renewable tariff in September 2023.	0.34	6.9%
Scope 3	Scope 3 emissions include: - Employee commuting - Business travel - Hotel stays	5.67	93.1%
TOTAL		6.09	100%

Reported Scope 3 emissions may increase in future years as more detailed data and information becomes available.

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5 Emissions by Activity

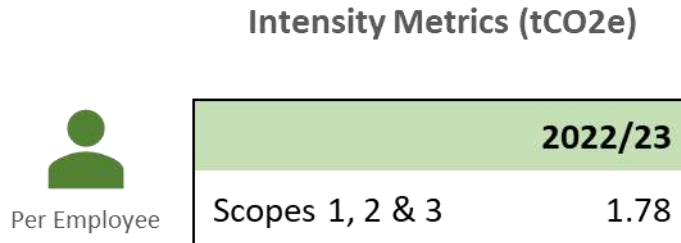


Data Details		2023/24		
Emission Type	Scope	tCO ₂ e	Data Source	Data Confidence
Energy				
Electricity	2	0.33	Electricity Bills	High
Transmission & Distribution	2	0.09	Electricity Bills	High
		0.34		
Business Travel				
Car - Diesel	3	1.22	Expenses Report	High
Car - Petrol	3	2.40	Expenses Report	High
Rail	3	0.13	Expenses Report	High
Taxis	3	0.00	Expenses Report	High
		3.76		
Employee Commuting				
Car - Diesel	3	0.31	Mileage/Diary Calculations	High
Car - Petrol	3	1.29	Mileage/Diary Calculations	High
		1.60		
Other Emissions Calculated				
Hotel Stays	3	0.31	Expenses Report	High
		0.31		
TOTAL		6.09		

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6 Intensity Metric Analysis

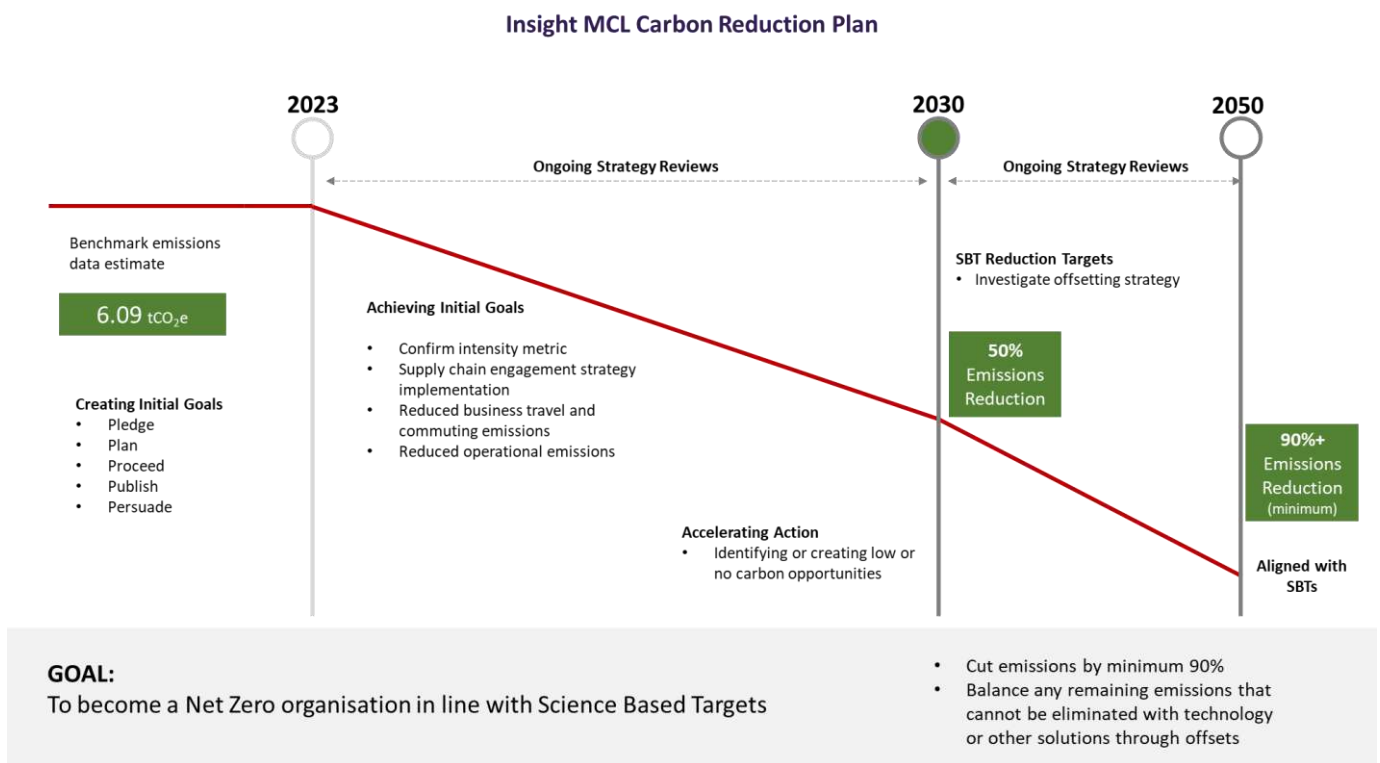
Intensity metrics help normalise emissions data, taking into account variations in production levels or activity volumes. This allows for a more accurate assessment of emission trends over time, regardless of changes in business operations. The initial intensity metrics for the company are below and will be used for comparative purposes in following years.



The chosen intensity metrics shows a carbon emissions value of **1.78 tCO₂e per employee**. The business headcount averaged 3.4 people during the benchmark period.

7 Emissions Reductions Targets

The following graph summarises the carbon emissions reduction targets.



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8 Carbon Reduction Actions

Insight MCL will develop the following initiatives that will support the company's strategies to meet Science Based Targets:

Area of Focus	Initiative
Carbon Emissions Dashboard	Insight MCL has made the commitment to complete its carbon emissions dashboard on a regular basis. This is overseen by a member of the Senior Management Team and shared with the wider team on a quarterly basis. By partnering with Net Zero International, we gain access to their expertise and support in reporting our emissions and how to reduce them, including best practice and insights. We will also promote our activities on social media to encourage others to make lower carbon decisions.
Engagement of Team	To continue to engage the entire team in the Net Zero transition plan and to encourage staff to support lower carbon ideas, opportunities, and activities. Insight MCL has signed up an employee in the Estu Carbon Reporting Manager course for Summer 2024.
Sustainable Strategy	Insight MCL is passionate about sustainability, and actively engages, educates and promotes sustainable initiatives. - Insight MCL is a founding member of the Herts Go Green and Grow initiative to raise business and community awareness of the need to reduce greenhouse gases and address common challenges through informal engagement for businesses to understand and create transition plans to Net Zero. - To offset the carbon used, since 2021 Insight MCL have been proud members of the Ecologi community, helping to plant trees and support climate positive projects around the world. In 2023/24, Insight MCL avoided 21.3 tonnes CO₂e by planting 222 trees.
Business Travel Emissions	To review a sustainable travel policy encouraging use of public transport and lower carbon options when practical to do so. - Lift share where possible. - Use public transport if viable.
Supply Chain Review	To carry out regular reviews of supply chain partners and introduce a sustainable supply chain policy over time. - Insight MCL predominantly use freelancers and will endeavor to capture the carbon emissions for them and other suppliers used as part of Scope 3. - Furthermore, as part of increasing the accuracy of scope 3 measures, Insight MCL will endeavor to engage and support suppliers in assessing their own carbon emissions and investigating strategies to reduce their carbon footprint. - To promote carbon emission reporting. In 2024/25, Insight MCL will investigate process for calculating carbon emissions data for projects as part of financial invoicing.
Energy Efficiency of Site	Review infrastructure to reduce energy consumption. Investigate improved waste recyclability options. In September 2023, the building moved to a renewable electricity tariff.
Digital Footprint	Investigate options for measuring and reducing our digital footprint. - The company website is hosted on a green web platform. Insight MCL plan to review and improve carbon load and efficiency of the website in 2024/25. - Assess data storage and adopt processes and strategies for archiving and reducing the digital carbon footprint. - Measure and review digital communication; Emails average an average carbon cost of 0.3g per email, WhatsApp messages have a carbon cost of 0.2g, in comparison, a MS Teams message has an average of 0.055g. Where feasible, communication will be limited to Teams messages rather than email or WhatsApp.

Signed on behalf of Insight MCL

Name: **Stephen Fisher**



Position: **Director**

Date: 30th November 2024

Name: **Abigayle Fisher**



Position: **Director**

Date: 30th November 2024

9 Emissions Data

The data contained in the table below represents total emissions calculated and is consistent with SECR requirements. All sources of emissions that have been measured are included in the totals below. Emissions from key activities are summarised in the previous sections.

	Current Reporting Year Apr 22 - Mar 23
Energy consumption used to calculate emissions Electricity Scope 2 - UK and Offshore (kWh)	5,274
Energy consumption used to calculate emissions – Global, excluding UK and Offshore (kWh)	N/A
Basis of Energy reporting (Location or Market)*	Location
% of total energy sourced from certified renewable sources	69.4%
Emissions associated with energy consumption - UK, Offshore and Global (tCO ₂ e)	0.34
Emissions from activities for which the company is responsible including combustion of fuel and operation of facilities - Scope 1 (tCO ₂ e)	0
Emissions from purchase of electricity, heat, steam and cooling purchased for own use - Scope 2 (tCO ₂ e)	0.34
Total Scope 1 and 2 Emissions (tCO₂e)	0.34
Emissions from upstream activities out of operational control - Scope 3 (tCO ₂ e)	5.76
Emissions from use of sold products and services out of operational control - Scope 3 (tCO ₂ e)	None included
Total Gross Scope 3 Emissions (tCO₂e)	5.76
Total Scope 1, 2 and 3 Emissions (tCO₂e)	6.09
Intensity ratio tCO ₂ e (gross Scope 1, 2 and 3) per employee	1.78
Carbon offsets (tCO ₂ e)	0.0
Total Annual Net Emissions (tCO₂e)	6.09

* A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen.

10 Standard and Methodology Used

Insight MCL categorises its Greenhouse Gas (GHG) Emissions as Scope 1, 2 or 3 as referred to in the WBCSD – WRI Greenhouse Gas Protocol (revised edition, dated March 2014). Emissions in Carbon Dioxide equivalent (CO₂e) for all scopes are calculated using the conversion factors listed in DESNZ Greenhouse Gas Conversion Factors for the relevant 12-month period over which the carbon emissions are calculated. Procured renewable electricity and gas is calculated in accordance with the WBCSD – WSI Scope 2 Guidance on procured renewable energy (2015).

11 Data Quality / Confidence

The data used to generate this report has been collected from various sources from both within the company and using assumptions gathered by Net Zero International. These emissions have been converted to CO₂e using GHG Protocol and DESNZ frameworks and conversion factors for the relevant period.

12 Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with SECR, 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 standard and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

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) Standard.

This Carbon Reduction Plan has been reviewed and agreed by the board of directors (or equivalent management body).

Signed on behalf of Net Zero International

Name: **David Hawes**



Position: **Chief Executive Officer**

Date: 30th November 2024

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13 Glossary

Benchmark Data	The chosen 12-month period that sets the calculated emissions that need to be mitigated and/or offset.
Carbon Reduction	Reduction in measured CO ₂ e emissions
Carbon Reduction Plan	Plan to reduce CO ₂ e emissions over a period of time, updated annually
Carbon Emissions (Gross)	CO ₂ e emissions from Company activities
Carbon Emissions (Net)	CO ₂ e emissions from Company activities minus verified carbon offsets the Company purchases
Carbon Neutral	When emissions are fully offset including those emissions that could be mitigated.
Carbon Offsets	A removal or reduction of carbon emissions through a verified scheme.
CO₂e	All greenhouse gases expressed in terms of Carbon Dioxide equivalent (CO ₂ e) for consistency of reporting.
DESNZ	Department of Energy Security and Net Zero (https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting)
EEIO	Environmentally Extended Input Output – Emissions estimated on spend https://ghgprotocol.org/
Organisational Boundaries	GHG Protocol Organisational Boundaries https://ghgprotocol.org/sites/default/files/standards/ghg-protocol-revised.pdf
GHG Protocol	Greenhouse Gas Protocol https://ghgprotocol.org/
Greenhouse Gases	Carbon Dioxide (CO ₂), Methane (CH ₄), Nitrous Oxide (N ₂ O), Chlorofluorocarbons (CFCs and HCFCs), Hydrofluorocarbons (HFCs), Perfluorocarbons (PFCs), Sulphur Hexafluoride (SF ₆)
Greenhouse Gas Conversion Factors	Annually published conversion factors normally published by relevant government departments. Converts activity into CO ₂ e emissions.
Greenhouse Gas Emissions (GHG)	Gases in the atmosphere that absorb and radiate heat
Intensity Metric/Ratio	A metric that measures carbon emissions per relevant unit of activity in a business.
Market Reporting v Location Reporting	Market is based on specific tariffs. Location is based on the country from which you are reporting.
Net Zero	GHG emissions are mitigated and those that cannot are offset
Renewable Tariff	An energy tariff that is 100% powered by renewable energy and is certified.
SBT	Science Based Targets – reducing emissions by 50% by 2030 and by 90% by 2050 and offsetting the remaining amount.
Scope 1	The fuels that are burnt (gas, transport the company owns, refrigerant gases)
Scope 2	The energy that is bought (electricity from the grid, purchased heat)
Scope 3	Emissions embedded in everything a company buys and emitted as a consequence of everything a company sells.
SECR	Streamlined Energy and Carbon Reporting
tCO₂e	Metric tonnes of CO ₂ equivalent emitted.
WBCSD	World Business Council for Sustainable Development https://www.wbcsd.org/
WRI	World Resource Institute https://www.wri.org/