



Carbon Report for Reuben Digital Ltd  
2022 and 2023

# Carbon Report for years 2022 and 2023

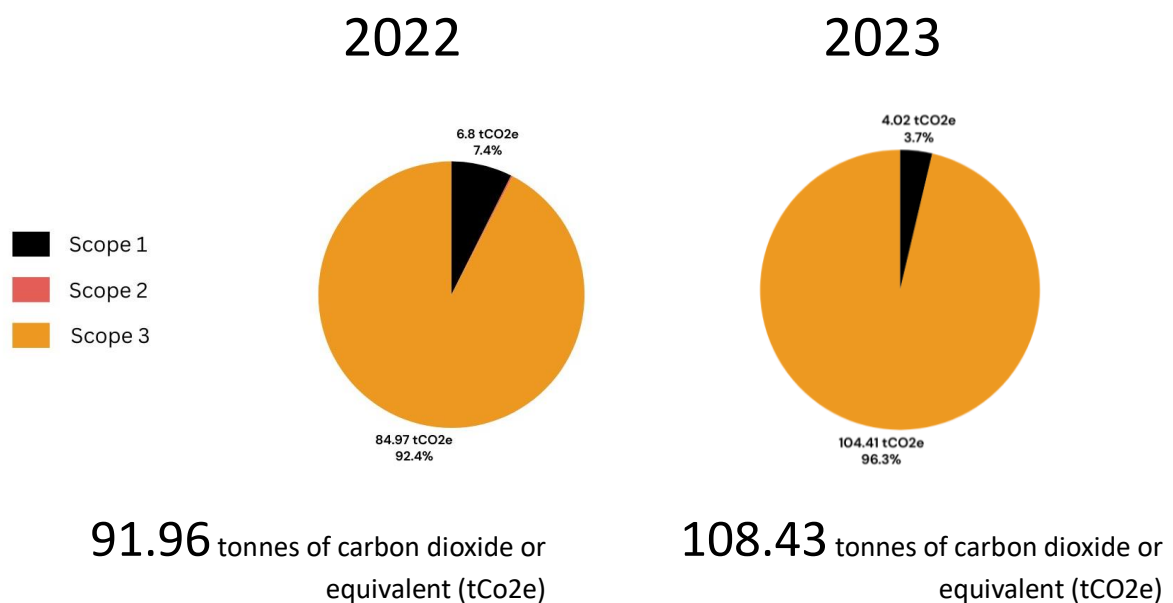
31 March 2024

## Introduction

The following report formally documents Reuben Digital's carbon emissions for the years 2022 and 2023. 2022 will act as our baseline year, against which targets are set and measured.

We've set ourselves science-based, carbon reduction targets that will lead Reuben Digital to become a net-zero company by 2050 at the latest, in line with the deadline set by the UK Government for all UK businesses.

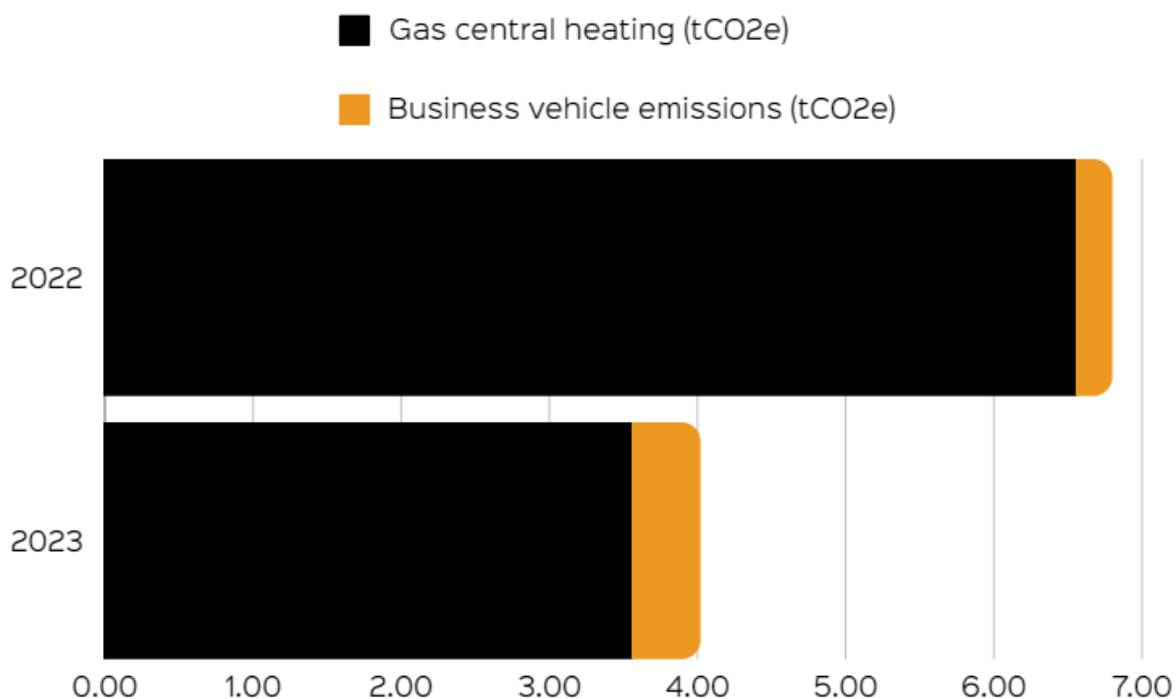
## Total carbon emissions



Between 2022 and 2023, there was a **18% increase** in carbon emissions from Reuben Digital. This can mostly be accounted for by the costs in construction materials and building construction services to move into our new office (July 2023). Business consultancy services also rose over the same period, whilst most other sectors stayed the same or declined.

# Scope 1

Scope 1 emissions are defined as all Direct GHG Emissions from the activities of our organisation or under our control, such as fuel combustion (gas central heating) and air-conditioning. It also includes emissions from fuel burned in our business cars.

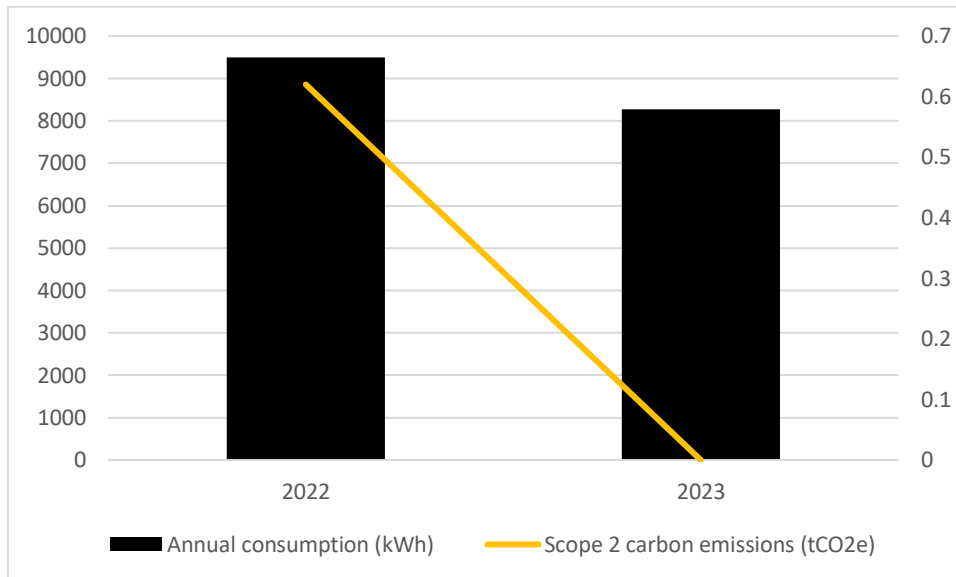


Our scope 1 emissions come predominantly from our gas central heating system. We consumed 16725 kWh in 2023, as compared to 30716 kWh in 2022, **a decline of nearly 46%**. This was due to the more efficient heating system in new office (we moved in July 23). In the old office, the boiler was over 20 years old with no functional programmer so the boiler was either on or off. We therefore consumed a high volume of gas even in summer months to heat the water. The boiler in the new office has a better programmable timer and our hot water is heated on demand using an electric heater. In the summer months therefore, no gas is used at all.

Contributions from business miles in company cars has always been low, and a purposeful move to conference calls with clients instead of in-person meeting trips since the Covid pandemic has reduced business vehicle emissions further.

# Scope 2

Scope 2 emissions are indirect emissions derived from the purchase of electricity used in the office.



Scope 2 **emissions fell 100%** between 2022 and 2023 to zero. This is because we moved to a new electricity contract in April 2022 with a 100% renewable tariff, which removed all scope 2 emissions from our electricity use from that date onwards. There are still negligible (but unavoidable) emissions from upstream activities associated with electricity generation but these are defined as Scope 3 emissions.

Our new office (we moved in July 2023) has been renovated with sustainability in mind, for example low power LED lighting was installed to save electricity. This has seen a drop of 13% in our power consumption between 2022 and 2023 but we recognise that our electricity consumption is still high, due to having our PCs powered on continuously to allow for home working. This is something we would like to address in the short to medium term.

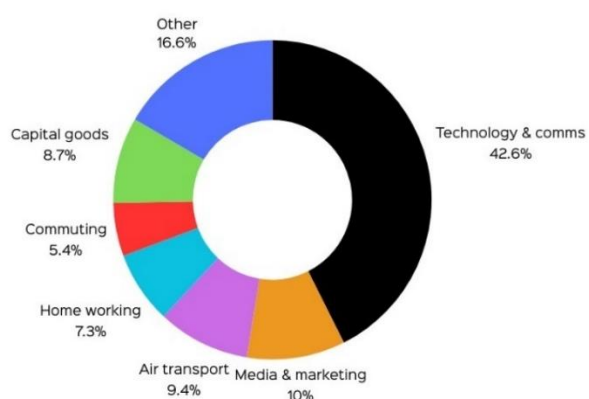
## Scope 3

Scope 3 emission cover all other indirect emissions from services and goods we pay for through our supply chain. As expected for the service sector, our Scope 3 emissions made up the majority of our emissions overall:

2022

84.97 tCO<sub>2</sub>e

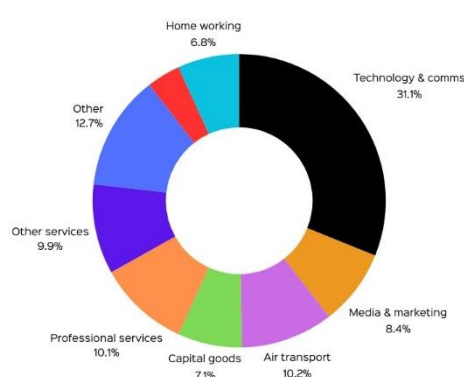
92.4% of total emissions



2023

104.41 tCO<sub>2</sub>e

96.3% of total emissions



### Top 5 Scope 3 sectors for 2022 and 2023

	2022	%
1	Technology and communications	42.5
2	Media, marketing and advertising	10
3	Air transport	9.4
4	Capital goods (such as leased vehicles)	8.7
5	Employees working from home	7.3

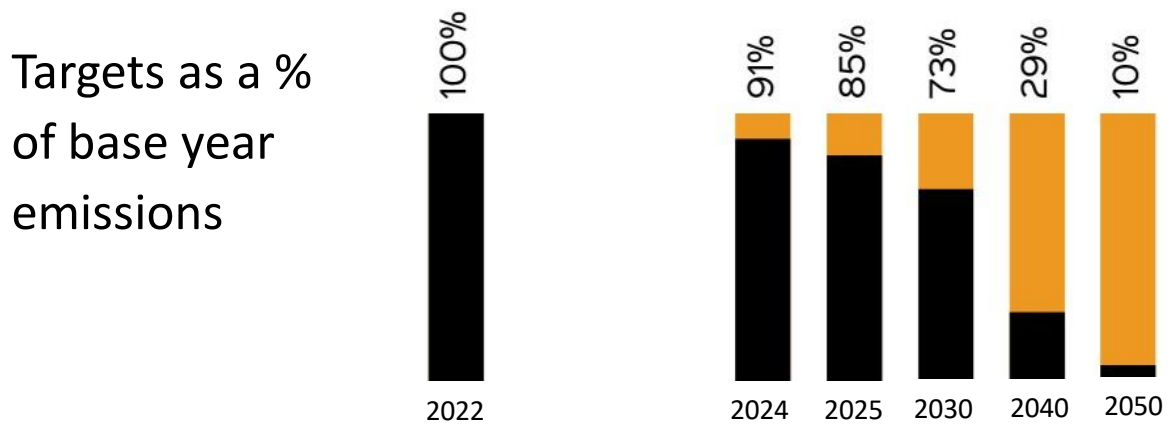
	2023	%
	Technology and communications	31.1
	Air transport	10.2
	Professional services (such as consultancy, property management and legal services)	10.1
	Other services (such as Construction, memberships and subscriptions)	9.9
	Media marketing and advertising	8.4

As expected, we spent most money in the technology and communications sector. This includes software applications that we use as well as hosting and email services for our client's websites. In reality, our largest spend within this sector is with Microsoft Azure who are world leaders in their class at providing low carbon hosting. If we are able to obtain activity-based emission data from Microsoft direct in future years, rather than rely on industry-average spend-based data, we envisage that the accuracy of our carbon calculations would be much improved and that we could demonstrate lower emissions as a result.

Air transport is another significant scope 3 sector for Reuben Digital in 2022 and 2023, which correlates with the opening of our Indonesian office based in Jakarta in 2022. We now have a Sustainable Travel Policy for staff which covers both domestic and overseas travel and international flights will be limited to two return trips to Indonesia per year. In 2023, the carbon emissions from the two flights were offset by credits purchased from Ecologi and we will continue to do this in future years.

In 2023, 9.9% of our scope 3 emissions were as a result of one-off building and restoration work prior to moving to our new office. This would have been higher had we not upcycled and reused many materials, such as moving and reusing the existing kitchen from one floor to another, reusing existing toilets and sinks, water heater, cabling and reclaimed timber.

## Targets



	ACTUAL (tCO <sub>2</sub> e)		TARGETS (tCO <sub>2</sub> e)				
	2022 (base year)	Actual 2023	2024	2025	2030	2040	2050
Scope 1	6.8	4.02	3.5	3.2	2.5	0	0
Scope 2	0.19	0	0	0	0	0	0
Scope 3	84.97	104.41	80	75	65	25	9
All scopes	91.96	108.43	83.5	78.2	67.5	27	9
% of base year emissions	100	118	91	85	73	29	10
Carbon off sets (tCO <sub>2</sub> e)	0	-12	-20	-30	-30	-27	-10
All scopes including carbon offsetting	91.96	96.43	63.5	48.2	37.5	0	0

Our targets represent a 15% reduction by 2025 and a 27% reduction by 2030.

# How will we reduce our own carbon footprint and spread best practice in website design and development?

## **Our short-term targets for 2024 are:**

- To Identify better sustainable practices in the office to cut emissions from electricity use and heating costs
- To conduct a cost-benefit analysis to reduce our overall spending with third-party suppliers, of cloud-based software services in particular, and to move away from suppliers who are not aligned with our own sustainability goals
- Install Microsoft Azure Emissions Impact Dashboard to enable to access emission data for our hosting services
- Promote low carbon design and development principles for new and existing client projects, sharing our expertise and generating discussion about the sustainability of the Internet within our sphere of influence
- Embedding the work of our Green Team in company-wide procedures so that sustainability is considered in all areas of procurement and delivery

## **Our longer-term goals include:**

- Moving from petrol to electric company cars
- Investigating “green gas” suppliers (gas generated from grass, used in conventional gas boilers for central heating) when our energy contract is due for renewal in June 2025
- Investing in the technology used for our home workers, to significantly lower electricity consumption in the Highworth office

## The small print: How we calculate our emissions

This report covers the commercial activity of Reuben Digital Ltd and Reuben Managed Services Ltd in the UK only. In 2022, we opened our first overseas office in Jakarta, Indonesia and, to date, we have three employees based out there. For this report, we have omitted building rental, commuting/home working and energy costs associated with our Indonesian office, since the data is not easily obtained. Office equipment, software costs and other expenses shared with our Indonesian colleagues have been included in this report.

Our Corporate Social Responsibility Policy reports quarterly on actions taken in 4 Programmes of Action, and this Carbon Report sits within our Environment programme. For more details about how we are striving to be a socially-responsible, sustainable and ethical business, [please read our CSR Policy](#).

Our figures are based on a spend-based calculation using Ecologi Zero, a B-Corp certified environmental organisation that helps companies and individuals measure their carbon emissions and facilitates the funding of carbon offset projects and tree planting around the world. Ecologi Zero<sup>®</sup> uses a methodology based on The Greenhouse Gas (GHG) Protocol and the Science Based Target initiative (SBTi) net-zero standard.

Using spend-based data matched to environmentally-extended multi-regional input-output (EE MRIO) models (providing average industry emissions per unit of currency spent), Ecologi Zero calculates Scope 3 emissions for which the availability of activity data is limited and would otherwise be unaccounted for. This provides a more complete overview of business emissions and an insight into emissions hotspots across the entire value chain.

However, Ecologi recognises that the top-down *spend-based* approach has limitations since using industry average data becomes inaccurate when companies like us are deliberately selecting their suppliers for their environmental credentials and often carbon neutral position. Co2 emissions based on *activity data* from individual suppliers would be more accurate but this data is largely unavailable at this point in time. Ecologi does however use activity data for emissions calculations for the mandatory Scope 1 and 2 emissions categories, overriding the use of spend-based data.

CO2 emissions from our employees working from home is based on industry averages for electricity and gas used at home, by home workers. It does not take into account how many of our employers might be on green tariffs, have solar panels, don't use central heating during their working day etc that would reduce their emissions, so emissions will be less than the figures calculated in reality.

Commuting emissions have been based on DEFRA emission factors obtained from the GHG Emissions Calculation Tool spreadsheet for the type of car (electric, petrol or diesel) or mode of public transport used multiplied by the number of times each employee commuted into the Highworth office for each given year and the length of their journey.

Overall, we have calculated the figures for this carbon report as accurately as possible, but recognise that some estimations have been used. We expect our calculations will become more robust as our expertise in this area increases and the amount of data to help us calculate emissions more accurately become available to us.





