

# Carbon Report

Reuben Digital Ltd

2025

# Carbon Report 2025

31 March 2026

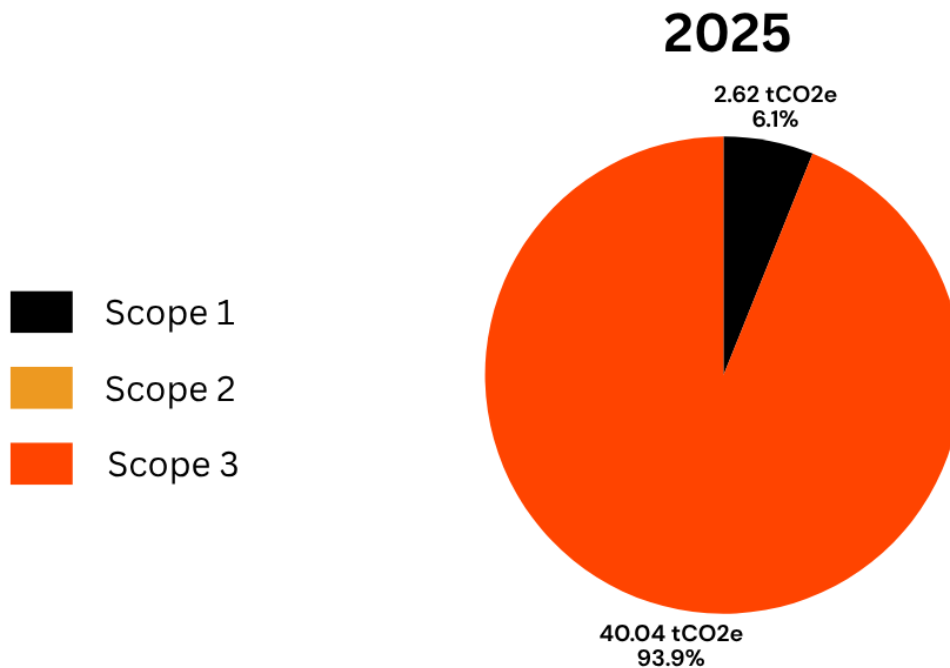
## Introduction

The following report formally documents Reuben Digital’s carbon emissions for the year January – December 2025. 2022 is 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.

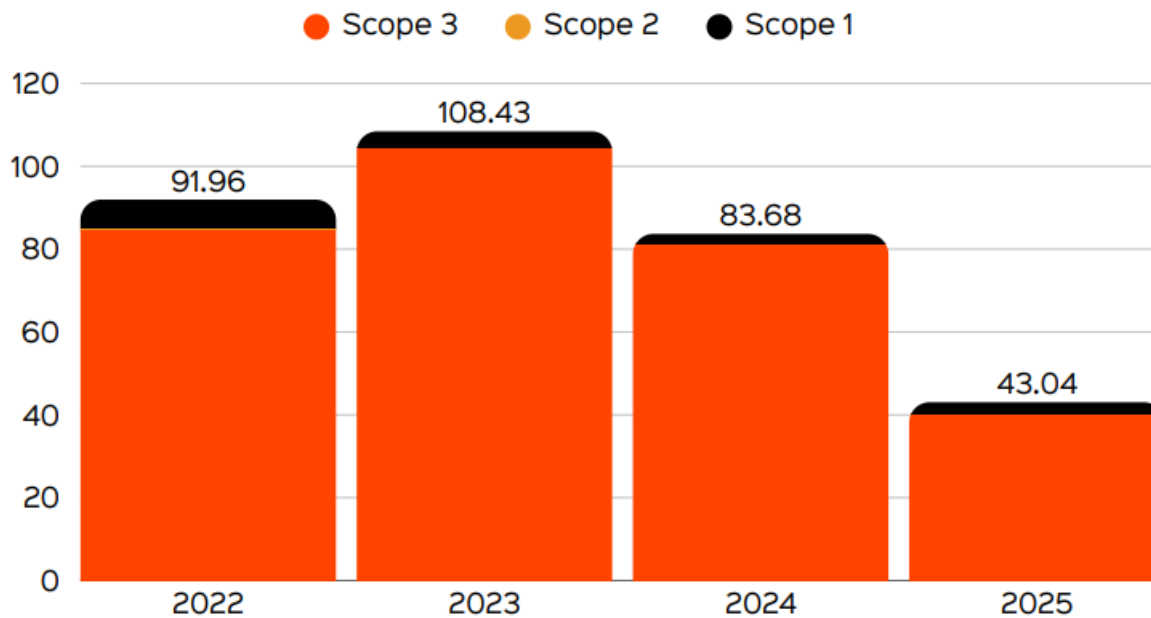
## Total carbon emissions for 2025

**43.04** tonnes of carbon dioxide or equivalent (tCO<sub>2</sub>e)



# Total carbon emissions for years 2022-2025

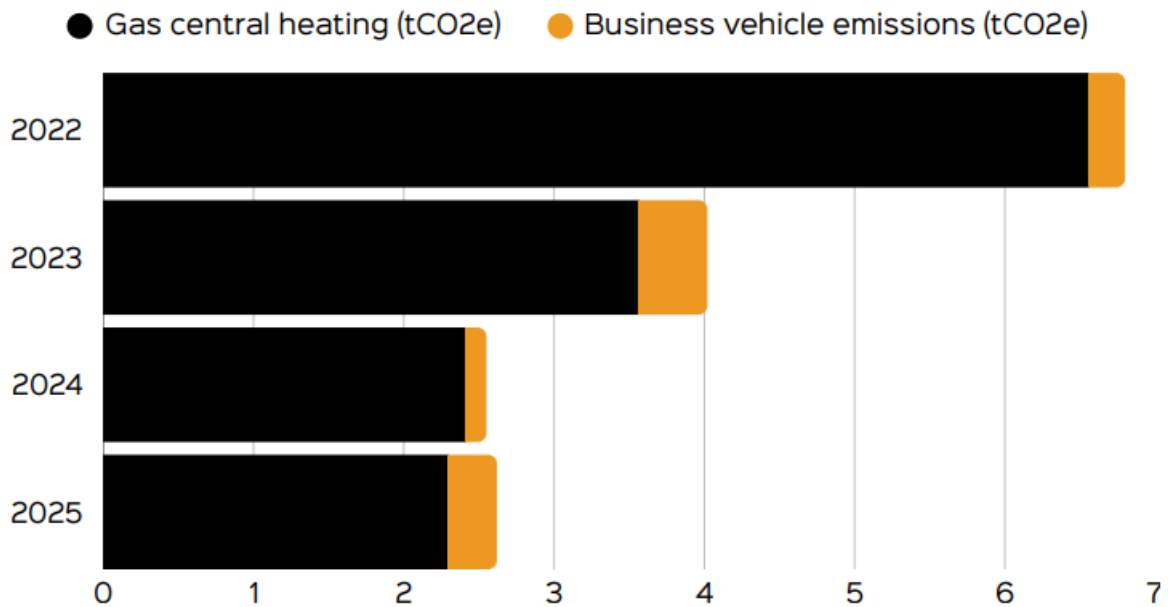
(in tonnes of carbon dioxide or equivalent, tCO<sub>2</sub>e)



The dramatic reduction seen in 2025 can largely be accounted for by the change in carbon accounting software – swapping from Ecologi Zero to Sunday.io. Although both platforms use the Greenhouse Gas (GHG) Protocol, our CO<sub>2</sub> emissions for scope 3 do seem to be a lot lower using the Sunday platform. For more detail, please read page 14 (how we calculate our emissions).

# 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.

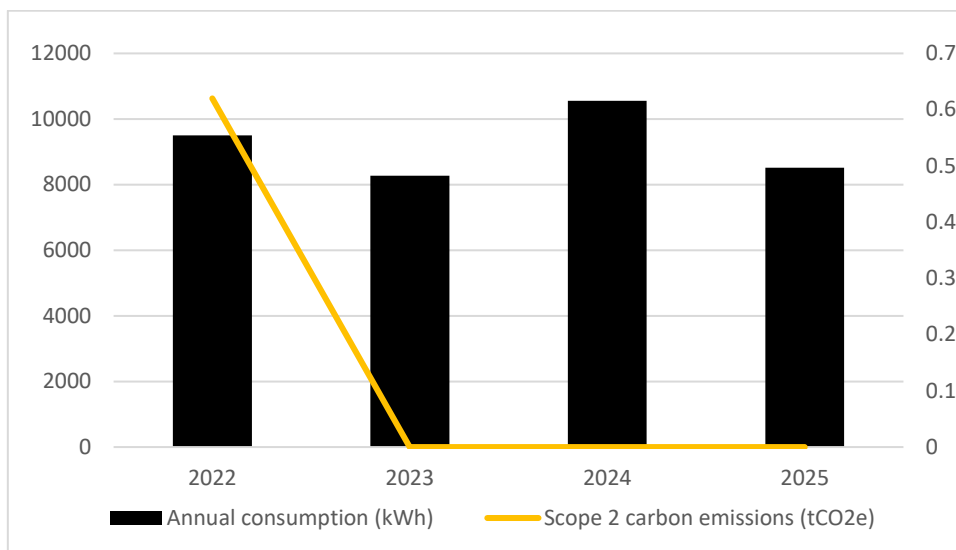


Our scope 1 emissions come predominantly from our gas central heating system. We consumed 12551 kWh in 2025, as compared to 13193 kWh in 2024 - a decline of 4.9% compared to the previous year and a **drop of over 58% compared with our base year**. This means that we only just missed hitting our target of reducing gas heating costs by 5% a year and will be looking at zonal heating from the office using smart controls in 2026 to try and reduce our consumption further.

Contributions from business miles in company cars totalled 0.32 tCO2e in 2025, an increase on 2024, as the team invested more time networking in person, and attendance at regional and national events.

## Scope 2

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

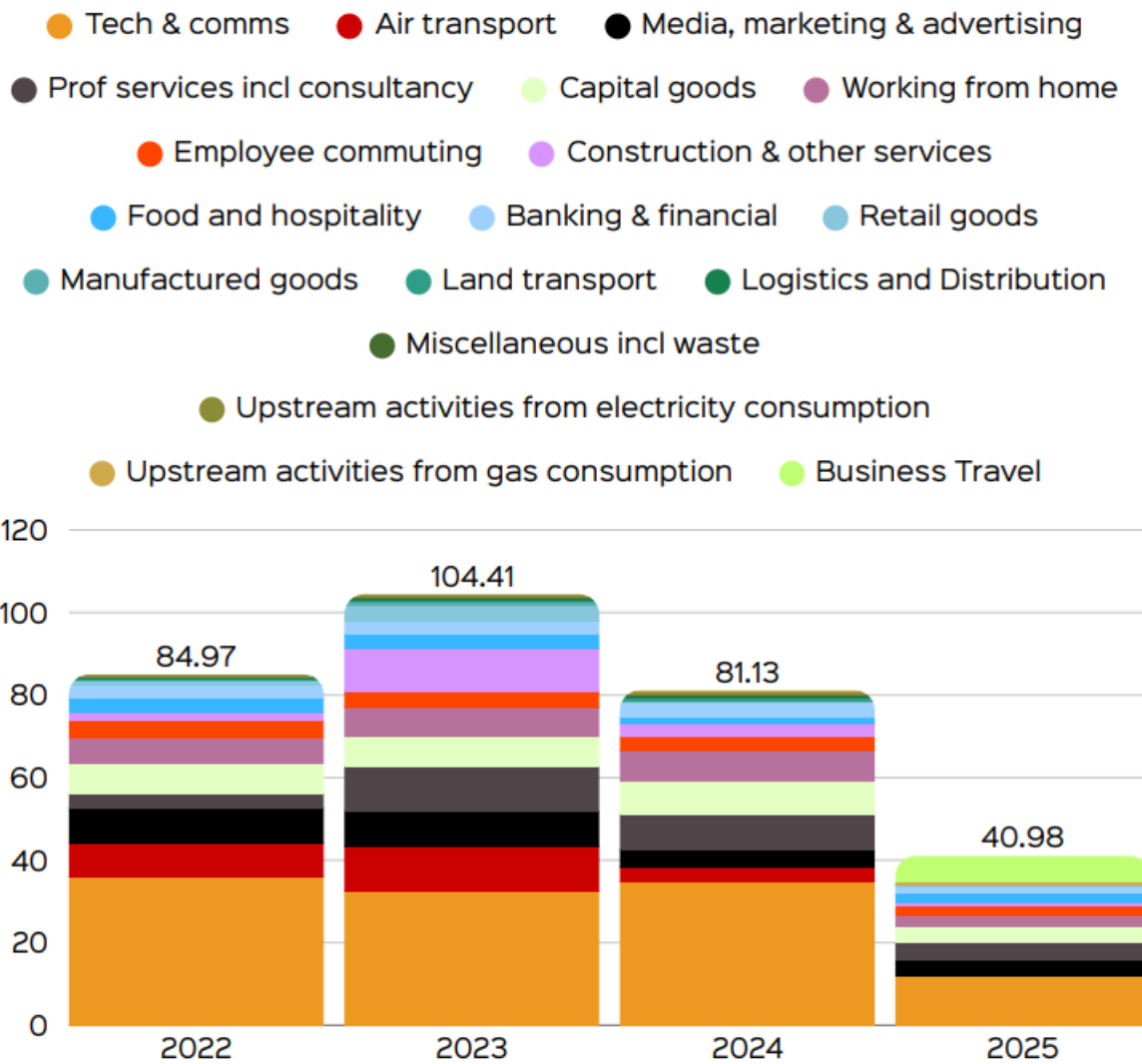


Scope 2 emissions continue to be **zero**, as we renewed our 100% renewable tariff with Valda Energy in 2025. There are still negligible (but unavoidable) emissions from upstream activities associated with electricity generation, but these are defined as Scope 3 emissions.

Our electricity consumption fell in 2025 when compared with 2024. This is because we invested in our IT infrastructure in the autumn, phasing out and switching off PCs which previously had to remain switched on 24-7 for our UK and Indonesian remote workers. Reconditioned (and more energy-efficient) laptops have been purchased, which are now used at home and in the office. We have also moved our on-premises servers to cloud-based virtual solutions so again, power consumption has significantly fallen – in total by 19.4% for 2025 compared with 2024. We should see the full benefit of our IT investment in 2026. Already, there has been a 52% reduction in electricity consumption at the Highworth office for Jan-Mar 2026 compared with the same period in 2025.

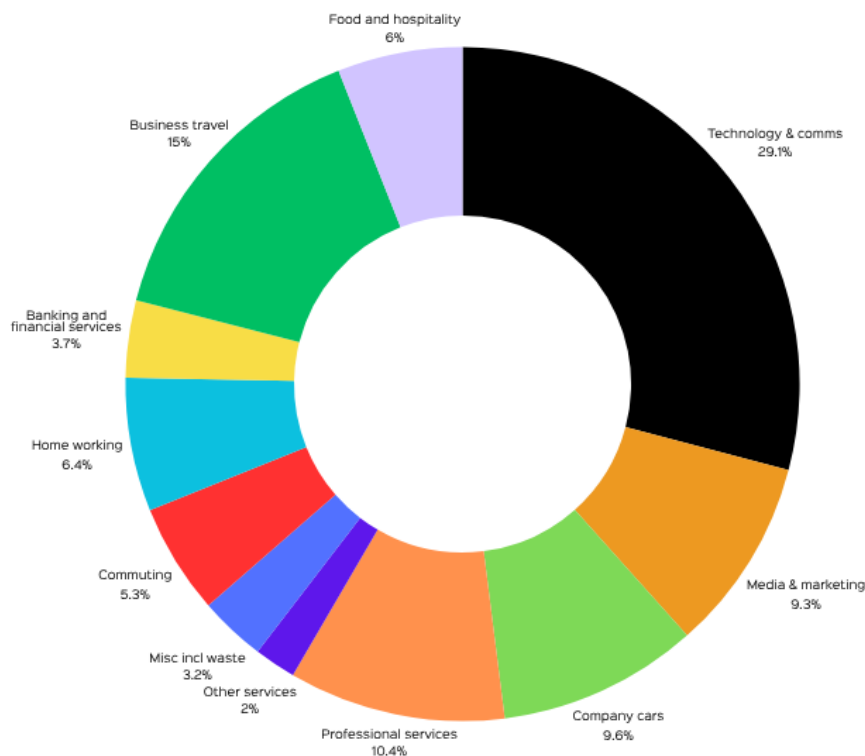
# Scope 3

Scope 3 emissions cover all other indirect emissions from services and goods we pay for through our supply chain. As expected, our Scope 3 emissions made up **94% of our total emissions** for 2025 at just under **41 tCO<sub>2</sub>e**:



Much of the drop in emissions in 2025 can be attributed to our change in carbon accounting software for 2025 (see page 14 for more detail), rather than a significant reduction in spend or change of supplier.

## Scope 3 by sector for 2025



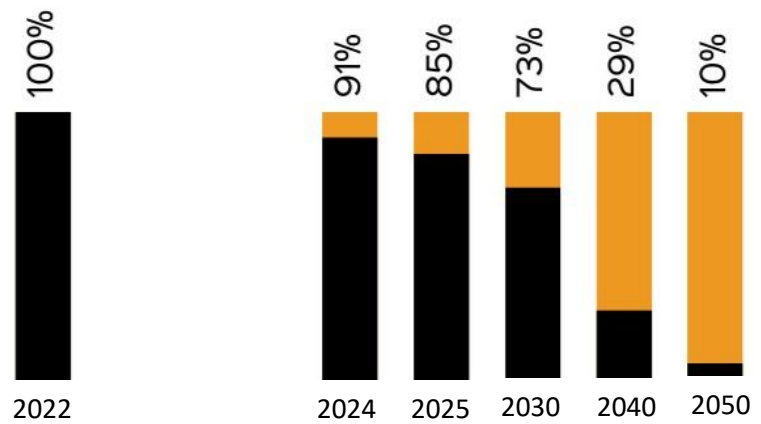
As expected, we spent most money in the **technology and communications sector**. This includes software applications that we use, as well as hosting and email services for our clients' websites. In reality, our largest spend within this sector is with Microsoft Azure who are world leaders in their class at providing low carbon hosting.

Sumday has access to larger supplier-specific market-based emissions data with great accuracy over generic spend-based calculations so, for example, our Scope 3 emissions from the hosting we provide for our clients have been supplied direct from Microsoft using 2024 market-based data which should be more accurate than a traditional spend-based calculation used for previous years. This will therefore contribute to the lower figures seen for 2025, even though our use of Microsoft Azure hosting services in 2025 remains comparable with previous years.

Business travel was a significant scope 3 sector for Reuben Digital again in 2025 and includes international flights to Indonesia as well as train, car parking fees and Lime cycle hire. We continue to offset all carbon emissions from international work trips (including accommodation and subsistence expenses) with credits purchased from Ecologi.com.

# Targets

Targets as a % of base year emissions



|  | ACTUAL (tCO <sub>2</sub> e) |             |             |             | TARGETS (tCO <sub>2</sub> e) |      |      |      |      |
|--|-----------------------------|-------------|-------------|-------------|------------------------------|------|------|------|------|
|  | 2022 (base year)            | Actual 2023 | Actual 2024 | Actual 2025 | 2024                         | 2025 | 2030 | 2040 | 2050 |
| Scope 1                                | 6.8                         | 4.02        | 2.55        | 2.62        | 3.5                          | 3.2  | 2.5  | 0    | 0    |
| Scope 2                                | 0.19                        | 0           | 0           | 0           | 0                            | 0    | 0    | 0    | 0    |
| Scope 3                                | 84.97                       | 104.41      | 81.13       | 40.42       | 80                           | 75   | 65   | 25   | 9    |
| All scopes                             | 91.96                       | 108.43      | 83.68       | 43.04       | 83.5                         | 78.2 | 67.5 | 27   | 9    |
| % of base year emissions               | 100                         | 118         | 91          | 51          | 91                           | 85   | 73   | 29   | 10   |
| Carbon off sets (tCO <sub>2</sub> e)   | 0                           | -12         | -12         | -23.86      | -20                          | -30  | -30  | -27  | -10  |
| All scopes including carbon offsetting | 91.96                       | 96.43       | 71.67       | 19.18       | 63.5                         | 48.2 | 37.5 | 0    | 0    |

## Are we on track?

In summary, we **achieved the 'all scopes' target set for 2025 of 85 tCO<sub>2</sub>e**, undercutting that target by over 30 tonnes, although how much can be attributed to the change in carbon accounting software is difficult to assess.

Our 2025 total, including offsetting, of 19.18 tCO<sub>2</sub>e is **79% lower than our base year emissions** and comfortably achieves the 48.2 tCO<sub>2</sub>e target set for 2025.

# Carbon credits

In 2025, Reuben Digital purchased **over 23 tonnes of carbon credits**:

- **19.86 tCO<sub>2</sub>e** offset with [Tree Nation](#), where the majority of our trees (826 in total in 2025) have been planted as part of the [Eden Reforestation Projects in Madagascar](#). Deforestation is a major issue in Madagascar because of its high concentration of endemic species and extreme rates of habitat loss (mangroves and upland forests). The program we support began in 2007 and since its inception Eden has successfully planted over 16 million mangrove and dry deciduous trees in a remote area of northwest Madagascar. Aside from absorbing carbon dioxide, the trees planted provide a habitat for animals, control flooding and erosion and help to replenish the soil with nutrients needed for farming, bringing much needed food security to the local community. The tree planting also employs 244 full-time staff per month and has transformed how local people relate to their forests, now looking to protection and stewardship where they once sought only wood for cooking and construction materials.

Our Tree Nation contributions are automated with our Monday project management boards – every task completed results in a tree being planted. Our commitment to driving our scheduling and team planning through the Monday app saw a near three-fold increase in trees planted via Tree Nation in 2025 compared with 2024.

- **4 tCO<sub>2</sub>e** offset with [Ecologi](#), supporting a range of high quality [nature-based carbon avoidance projects](#) that prevent precious natural habitats from being degraded. Not only does this keep carbon locked away in plants and soils, but it also preserves the homes of threatened species. Managing natural habitats in a sustainable way can benefit livelihoods too, providing sustainable sources of income.

The 4 tCO<sub>2</sub>e has been calculated to offset the total carbon emissions from Ray's annual trip to the Indonesian office in 2025 – that includes all carbon emissions from the airport parking, return flights, taxis and scooter hire, accommodation and hospitality.

# Summary of green initiatives in 2025

## Technology

- Rollout of a new stack low-carbon website for Reuben Digital following our brand evolution over the summer to bring our values, our people, and our purpose into sharper focus.
- The development of the new Reuben CMS (Content Management System) is in progress – a top-to-toe code rewrite on our new technology stack, incorporating the latest green tech and AI-powered automations allowing for easier-than-ever website management for our clients.
- Migration to Microsoft Office 365 and investment in more energy efficient, reconditioned laptops for all employees for office and homeworking has seen a significant saving in electricity consumption.
- Retirement of old servers and purchase of one new RAID server in basement has also seen a sharp drop in electricity consumption.

## In the office

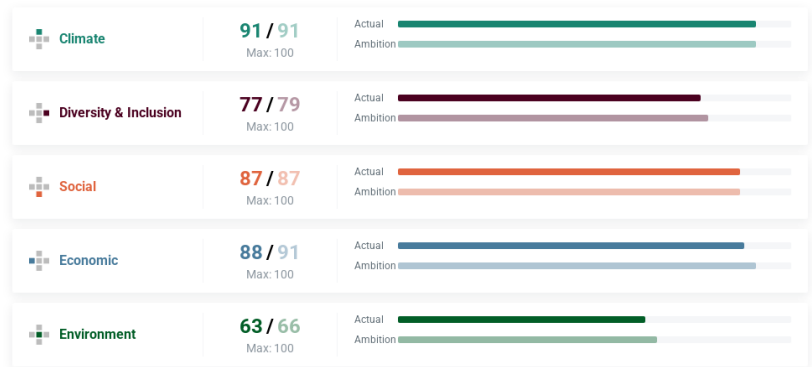
- Low energy LED lights fitted on ground floor to save electricity.
- Signposted staff to resources such as the free carbon footprint calculator provided by the World Wildlife Fund at <https://footprint.wwf.org.uk> to encourage them to reduce their carbon footprint at home.
- Twinned our office toilet and funded a project with [TearFund](#) in Motot, South Sudan that helps families to build their own basic toilet, access clean water and learn about hygiene.
- Annual gas boiler service to ensure it was performing efficiently as possible.

## Our working practices

- Delivered a series of mini email newsletters to existing clients on a range of sustainable subjects, including how websites contribute to global warming, measuring CO<sub>2</sub> emissions from websites, the business benefits of adopting sustainable practices, cutting the carbon in emails, driving sustainability in eCommerce and responsibly dealing with old IT equipment. The emails also introduced our new Green Health Check service, where we can identify where and how we can improve the carbon rating of an existing website. We hope our emails captured our enthusiasm for reducing the carbon footprint in the digital sector and leads to more curiosity and conversations with our clients.
- Ray travelled by Eurostar instead of flying to Paris for the Change Now annual conference.
- The carbon emissions from Ray's business trip to Indonesia were offset with Ecologi.
- Staff attended the official Microsoft AI Tour in London, exploring ways that we can drive sustainable growth and unlock new opportunities with the Copilot AI stack.

## Strategy and documentation

- Signed up to [FuturePlus](#) in March 2025 – a platform providing a complete sustainability and ESG solution – which has helped transform our sustainability goals into a practical roadmap to follow in 5 key areas: Climate, Diversity & Inclusion, Economic, Social and Environment. In 2025, we achieved 48 ambitions to significantly drive up our score:



- Continued to update our stand-alone [Corporate Social Responsibility website](#) every quarter with news on all aspects of sustainability.
- Attended the [Tech Zero](#) annual conference in London, a consortium of tech companies committed to climate action.
- Set carbon intensity targets against our annual revenue, profit and per employee up to 2030.
- Created a Suppliers Code of Conduct where we set expectations for our suppliers as we commit to procuring goods and services in an ethical, fair and transparent manner.
- Created a Climate Change Mitigation and Adaptation Policy which covers our response to the Climate Emergency by showing our actions to limit global warming (mitigation) and also how we are adjusting to the current or expected climate change and its effects in both the UK and Indonesia (adaptation).

## Recognition

- Winner of the Sustainability category of The Business Desk South West Business of the Year Awards 2025.
- Ray Stephens was shortlisted in the Green Leader category of The Business Desk Leadership Awards South West 2025.

# How will we reduce our own carbon footprint and spread best practice in website design and development in 2026?

## **Our short-term targets for 2026 are:**

- To install the Microsoft Azure Emissions Impact Dashboard to enable to access emission data for our hosting services.
- To move one of our existing company financial accounts to a more ethical bank.
- To research and install smart heating controls in the Highworth office so we can heat the building in zones and save heating certain rooms on certain days.
- To publish an acceptable use policy for using AI by the team and for client projects.
- To research sustainable coding practices and data architecture further to formalise some guiding principles for the company to adopt.
- To conduct a company-wide digital declutter and move to Sharepoint.
- To rollout a lower-carbon WEBP image formatting solution for our clients' existing websites – this will help improve the CO<sub>2</sub>e emissions per page view of our clients' website.
- To ethically recycle or gift our redundant PCs following our IT restructure in 2025.

## **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 2028
- Feasibility studies into solar panels and/or air source heat pump for the Highworth office (a listed building)

# 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 2025 figures are based on a spend-based calculation using **Sumday.io**, aligned with the Greenhouse Gas Protocol (GHG Protocol) for accurate and credible carbon accounting.

Previous years (2022-24) were measured using a different carbon accounting software called **Ecologi Zero**, which has now been withdrawn from the market. Ecologi Zero used a methodology based on The Greenhouse Gas (GHG) Protocol and the Science Based Target initiative (SBTi) net-zero standard.

The change in carbon accounting software for 2025 has produced much lower Scope 3 emission figures. Sumday lets you choose what emissions dataset to use to convert spending with a supplier into a carbon emissions estimate. Reuben Digital used the most recent UK BEIS (Department for Business, Energy & Industrial Strategy) emissions data for 2022 available in the Sumday app, rather than US or European databases that *may* have been used by Ecologi Zero. Unfortunately, differences in the datasets can produce different emission results. As an example, one platform might choose to take the emission data from the US on hosting provider emissions, whilst another platform might choose to assign web hosting emissions a more generic UK-based IT category where the emphasis is on UK data calculated using the UK's typical electricity generation mix. That general IT generic category will cover emissions for all types of IT services including computer programming and consultancy services, not just hosting. There is a decision to be made therefore between choosing a fairly accurate GHG category for the wrong geographical area, over a broader GHG category but for the correct geographic area. Neither dataset or methodology is incorrect but it makes our 2025 figures incomparable to earlier years.

CO<sub>2</sub> emissions based on **activity data** from individual suppliers is more accurate than spend-based estimations but this data is still largely unavailable. Sumday does however use activity data for emissions calculations for the mandatory Scope 1 and 2 emissions categories, overriding the use of spend-based data. Additionally, Sumday provides market-based emissions data for Microsoft and Adobe, two of Reuben Digital's significant IT suppliers, so it is hoped that emissions calculated are more accurate for these two suppliers than for previous years. This may have contributed to our lower scope 3 emissions in 2025.

CO<sub>2</sub> emissions from our **employees working from home** is based on industry averages for electricity and gas used at home, by home workers (<https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2025>). It does not consider 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.

**Commuting to work 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 per annum and the mileage of their journey.

## Summary

Overall, we have calculated the figures for this carbon report as accurately as possible but recognise that year-on-year comparisons are problematic due to the change in carbon accounting software in 2025. Moreover, it is unclear whether we will remain with Sundry.io going forward. It also makes our ongoing carbon emission targets, that were set with the base year calculated using Ecologi Zero, open to criticism since we have achieved our 2025 targets very easily using the new software.

This situation highlights the complexity and fluid nature of carbon accounting, where bottom-line figures can be subjective and highly dependent on assumptions and consistency of analysis over time. While the real value of annual carbon reporting lies in making reasonable assumptions and maintaining consistent methodologies, the unavoidable change in platform for Reuben Digital has regrettably resulted in a loss of continuity and limited our ability to make direct comparisons with prior years. We do nevertheless remain committed to measuring our annual carbon footprint.

SUSTAINABLE

TECHNOLOGY

for tomorrow

INTEGRABLE

SCALABLE

your world