



# Carbon Reduction Plan For Webpost

**Publish date: 24/07/2024**

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# Our Commitment

Webpost is committed to achieving Net Zero emissions by 2040.

## What does Net Zero mean in practice?

To achieve Net Zero, we will be aiming to reduce emissions in line with the latest science-based targets (SBTs). SBTs are greenhouse gas reduction goals set by organisations, they are defined as “science-based” when they align with the scale of reductions required to limit global temperature increases to 1.5°C compared to pre-industrial temperatures. To achieve Net Zero under this scenario, we will need to reduce our absolute emissions by 90% from our baseline year.

SBTi recommends that organisations commit to near-term targets (that cover a minimum of 5 years/maximum of 10 years from the baseline year), as well as long-term targets.

## Our near-term targets:

- Maintain having zero market-based scope 1 & 2 emissions.
- Reduce Scope 3 emissions by 20% by 2030.
- Measure all scope 3 categories by 2025.

## Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3, including not currently measured emissions) by at least 90%, or 1tCO<sub>2</sub>e per full-time employee equivalent (FTE), by 2040.
- Neutralise any residual emissions using verified carbon offsets.

**Scope 1 emissions:** direct greenhouse gas emissions that occur from sources owned or controlled by a company, such as emissions from the combustion of fuels in on-site boilers, furnaces, or vehicles.

**Scope 2 emissions:** indirect greenhouse gas emissions that result from the generation of purchased electricity, steam or other forms of energy consumed by a company.

**Scope 3 emissions:** all other indirect greenhouse gas emissions that occur in an organisation’s value chain, including emissions from upstream and downstream activities.

# Our Carbon Footprint

## Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured. We have chosen to set our baseline year as 1 January 2023 – 31 December 2023.

### Baseline Year: 2023

Additional details relating to the Baseline Emissions calculations:

*Although we first measured and reported our carbon footprint emissions for the Calendar 2022 reporting year, this measurement used an automated calculator.*

*Because this year's measurement was professionally measured, measurement accuracy this reporting year (Calendar 2023) has been improved to the point of incomparability.*

*We will therefore rebaseline our emissions to this year, such that the current reporting year will serve as the baseline year for future measurements.*

\*Purchased electricity can be measured in two ways. 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 (or their lack of choice). A market-based method therefore takes into account the purchase of electricity via a verified renewable energy tariff. We have chosen to base our Net Zero target on a market-based methodology.

# Current Emissions Reporting

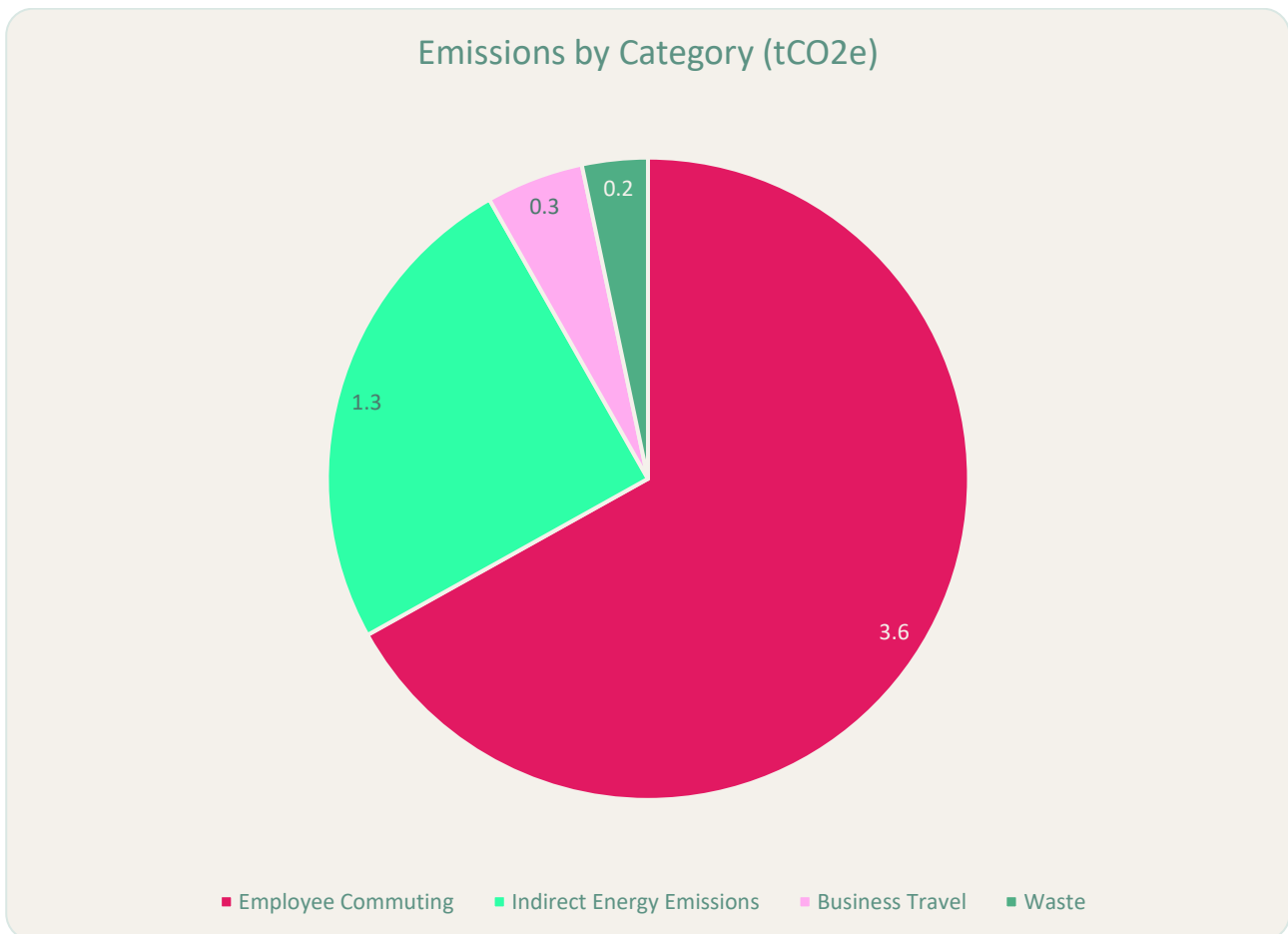
Current Reporting Year: 2023	
Emissions	Total (tonnes CO <sub>2</sub> e)
<p>Scope 1</p> <p><i>None due to having no: gas or other combustion; company owned or leased vehicles; aircon or other fugitive emissions; and no manufacturing.</i></p>	0.0
<p>Scope 2*</p> <p><i>No market-based emissions due to having a 100% renewable electricity tariff.</i></p>	<p>Market-based: 0.0</p> <p>Location-based: 1.8</p>
<p>Scope 3 including:</p> <ul style="list-style-type: none"> <li>- Fuel &amp; Energy Related Services</li> <li>- Business Travel</li> <li>- <i>Transportation &amp; Distribution (Upstream &amp; Downstream) (none)</i> <ul style="list-style-type: none"> <li>o <i>None, as there is negligible inbound deliveries, and all shipping to customers are arranged by the supplier (and therefore would be measured under purchased goods &amp; services when we measure this in future years)</i></li> </ul> </li> <li>- Employee Commuting &amp; Homeworking</li> <li>- Operational Waste &amp; Water</li> <li>- <i>Leased Assets (Upstream &amp; Downstream) (none)</i> <ul style="list-style-type: none"> <li>o <i>None, as there are no buildings, vehicles or other assets that are either leased or leased out</i></li> </ul> </li> <li>- <i>Franchises &amp; Investments (none)</i> <ul style="list-style-type: none"> <li>o <i>None, as our company does not have any franchising agreements nor investments into any other companies</i></li> </ul> </li> </ul>	5.4
<b>Total Measured Emissions*</b>	<p><b>Market-based: 5.4</b></p> <p><b>Location-based: 7.2</b></p>

## Carbon Intensity Metrics

Current year: 2023	Carbon intensity metric (measured emissions only)
Employees (tCO <sub>2</sub> e per FTE)	1.6
Revenue (kgCO <sub>2</sub> e per £)	0.00504

Based upon 3.5 FTEs (full-time employee equivalents), and a £1.1 million revenue during the measurement period. We are using market-based emissions to calculate our intensity metrics.

## Carbon Emissions Breakdown



# Carbon Reduction

## Our Net Zero targets

Webpost is committed to achieving Net Zero by 2040. To achieve Net Zero under this scenario, we will need to reduce our absolute emissions by 90% from our baseline year. To keep us on track, we have also set the following near-term targets to 2030.

## Our near-term targets:

- Maintain having zero market-based scope 1 & 2 emissions.
- Reduce Scope 3 emissions by 20% by 2030.
- Measure all scope 3 categories by 2025.

## Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3, including not currently measured emissions) by at least 90%, or 1tCO<sub>2</sub>e per full-time employee equivalent (FTE), by 2040.
- Neutralise any residual emissions using verified carbon offsets.

## Progress

There are no previous existing carbon emission reduction targets against which to report progress.

## Completed Carbon Reduction Initiatives

The following emissions management measures and projects have been completed or implemented.

Activity	Completion Date	Scope
<p>Commit to measuring carbon footprint of business activities year on year to gain an understanding of pinch points and regularly be making efficient and direct improvements to reduce these emissions.</p> <p>Year 1 appointed Positive Planet to support with calculating baseline carbon footprint and reduction recommendations.</p>	2023	1,2,3
<p>Created a Green Lead to lead initiatives. This supports the roll out of initiatives and management of data, this includes sharing and collaborating throughout the organisation.</p>	2023	1,2,3
<p>ISO 9001 certification. This environmental management system has allowed us to monitor our environmental impact more closely, and has put in place a process for improving our impact.</p>	2013	1,2,3
<p>Reduced business travel – With the increased acceptability of online meetings, we no longer do air travel. We also now use train travel instead of cars where possible for business meetings that cannot be done online.</p>	2020	3
<p>Uses 100% renewable electricity, with no gas – We have changed our electricity supplier to one that provides 100% renewable electricity. In addition, we have no onsite gas combustion, making our site 100% zero market-based emissions.</p>	2022	1,2
<p>Supporting local suppliers – Where supplies are needed at the Ware office such as stationery, local suppliers are used. No or minimal transportation is required in these cases.</p>	2019	3
<p>Supporting customers to reduce their own delivery footprint. As a hybrid online service, our offering has helped customers to reduce their own delivery footprint by centralising the following processes:</p> <ul style="list-style-type: none"> <li>- Reduced electricity use for franking machines and printers</li> <li>- Reduced deliveries for franking machine consumables, paper, envelopes and ink meaning less delivery vehicles on the road.</li> <li>- Reduced ink cartridge waste for printers and franking machines</li> <li>- No customer visits to the post office by car to buy stamps or drop off mail</li> <li>- Reduced emissions from letter printing and delivery through offering “secure email”, which sends emails to recipients first, and</li> </ul>	(always, since 2013 when Webpost first opened)	-

<p>only sends a letter if the recipient hasn't opened the email within a customer-set timeframe.</p> <p>A longer term aim is to be able to measure the exact customer footprint reductions made from using Webpost (as opposed to the customer doing these processes themselves).</p>		
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## Future Carbon Reduction Plans

We are committing to action the following emissions management measures and projects in line with our Net Zero targets.

Reduction Plans – Scope 1 & Scope 2				
Activity No.	Activity	Target Date	% Reduction Target	Category
1	<p>Currently we do not have any Scope 1 or market-based Scope 2 emissions, and we intend to keep it this way.</p> <p>If we expand or move to a new site, we shall do our best to ensure the new site:</p> <ul style="list-style-type: none"> <li>is powered by 100% renewable electricity (market based)</li> <li>does not have gas heating or uses as little as possible in the short term</li> <li>uses energy-efficient appliances.</li> </ul> <p>If the UK Grid is 100% powered by renewable energy at this point, our Scope 2 location-based (and market-based) electricity emissions will already be zero.</p>	-	-	Stationary Combustion Purchased Electricity
2	<p>Total <b>location-based</b> electricity emissions (National Grid energy mix) are still 1.8 tCO<sub>2</sub>e so there is an opportunity to reduce energy use.</p> <p>We will implement behaviour change initiatives within the workplace for reduction of emissions, including clear messaging for turning off lights, monitors, computers, and other electrical appliances where appropriate. We will assign roles and responsibilities to Green Team members.</p> <p>High-level monitoring of energy use is key to understanding further pinch points.</p>	2024-2025	Low (location-based)	Purchased Electricity
3	<p>Implement energy efficiency measures to reduce the overall amount of electricity consumed at sites, and optimise operational procedures.</p>	2024-2025	Medium (location-based)	Purchased Electricity

	<p>Examples of reduction measures include:</p> <ul style="list-style-type: none"> <li>- upgrading lighting to LED where this hasn't been done yet</li> <li>- installing timers on sockets/equipment to automatically turn appliances off during non-working hours</li> <li>- reviewing and renewing inefficient equipment (when at end of life), and actively consider the energy efficiency of equipment when new purchases are required (eg laptops, fridges, dishwashers)</li> </ul>			
4	<p>To completely reduce location-based energy emissions to zero, encourage the landlord to install on-site renewable energy generation technologies where feasible, such as solar PV panels, solar heating (following an energy audit to assess feasibility and payback periods) to generate 100% of heating and energy demand.</p> <p>If the UK Grid is 100% powered by renewable energy before this point, your Scope 2 location-based (and market-based) electricity emissions will already be zero.</p>	2030	100% (location and market-based)	Stationary Combustion Purchased Electricity
5	<p>Currently we do not have any company vehicles. However, if we decide to buy company vehicles in future, we shall only buy electric-powered vehicles (or if charging infrastructure is not yet mature, hybrid vehicles), and make the utmost effort to only power them with renewable electricity.</p>	-	-	Mobile Combustion Purchased Electricity (EVs)

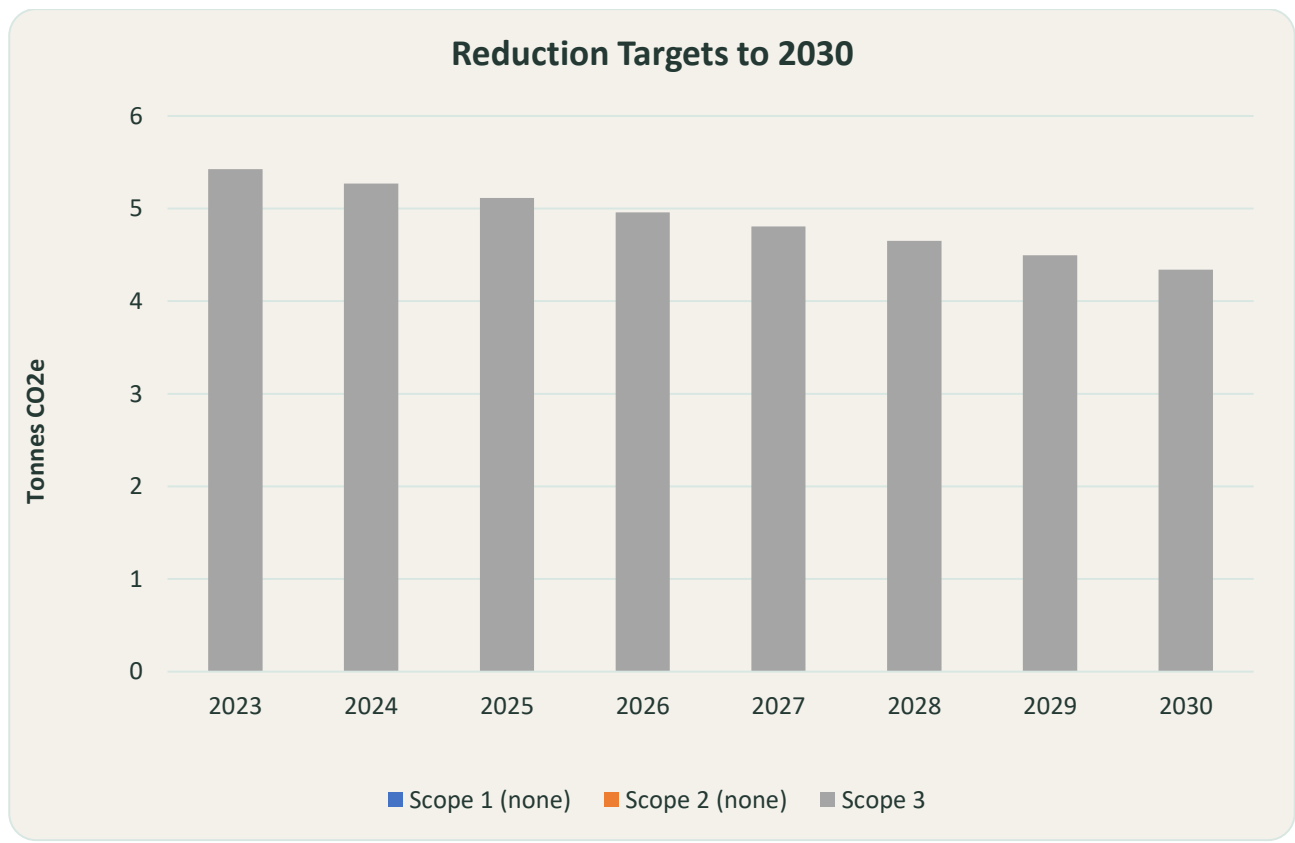
Based upon the above completed and planned initiatives, it is projected that Scope 1 & 2 carbon emissions will be maintained at **0 tCO<sub>2</sub>e** through to 2030.

We also aim to implement the further initiatives below to reduce Scope 3 emissions:

Reduction Plans – Scope 3				
Activity No.	Activity	Target Date	% Reduction Target	Category
1	<p><b>Commit to measuring the remaining Scope 3 categories</b>, meaning that year’s carbon emissions measurement will be a full picture of Webpost's carbon impact.</p> <p>Currently, the largest missing categories are <b>procurement emissions</b>, meaning that once these are measured, specific reduction activities targeted at these categories will be able to be created.</p>	2025	-	Purchased Goods & Services Capital Goods Product emissions
2	<p>Consider training and engagement for the Green Lead, leadership, and the wider employee base. Including and not limited to, creating spaces for environmental positive conversations (internal comms, newsletters, slack, Teams etc), certified Carbon Literacy Training for all applicable to roll out to further workforce and share with externals where appropriate. On average, certified learners reduce their carbon footprints by 5-15%, of which ~50% are work-related.</p>	2024	2.5 - 7.5%	Commuting & Homeworking Business Travel
3	<p><b>Implement a Sustainable Procurement Policy.</b> Encourage suppliers to adopt sustainable practices and improve their own carbon footprint through supplier engagement, procurement policies and contracts, and monitoring reporting mechanisms.</p> <p>Commit to a Sustainability Audit or Survey to request further information regarding credentials – Plan to send these to the top 3-5 suppliers by spend. This data collection will support reduction journey by gathering important data for future measurement &amp; encourage supply chain integration towards Net Zero.</p> <p>Complete this audit within two phases:</p> <ol style="list-style-type: none"> <li>1. Identify suppliers for engagement</li> </ol>	2024 - 2025	High	Purchased Goods & Services

	<p>2. Formulate and collect data (survey/scoring)</p> <p>Once completed prioritise suppliers with lower carbon footprints as part of the above phased approach. This may also involve purchasing second hand/refurbished (furniture, IT equipment) and extending the lifespan of purchased items.</p> <p>Develop and monitor procurement policy for all new suppliers to align to Net Zero goals.</p>			
4	<p><b>Develop and implement a Sustainable Travel Policy</b> to support environmental impact of choices when travelling, staying in hotels and commuting. The priorities within this policy will support active travel and low emission travel options where appropriate.</p> <p>Commit to offering support to workforce with options for active and low-carbon travel schemes examples of which may include:</p> <ul style="list-style-type: none"> <li>- Cycle to work scheme</li> <li>- Season ticket loans for public transport</li> <li>- Encouraging car sharing opportunities in locations where public transport is limited</li> <li>- Electric vehicle salary sacrifice schemes (where public transport is limited)</li> </ul> <p>Utilise the emissions travel hierarchy:</p> <ul style="list-style-type: none"> <li>- Digital communication</li> <li>- Walking and cycling</li> <li>- Public and shared transport</li> <li>- EV's and car sharing/clubs</li> <li>- ICE vehicles and car sharing/clubs</li> </ul> <p>Consider creative ways to engage and support the workforce to influence change.</p> <p>Examples include setting an internal organisation carbon credit scheme (limit that to a number of tCO<sub>2</sub>e per year), extra holiday days for low emission travel choice, subsidised travel, equal mileage payments for diesel/petrol/EVs/cycling.</p>	2024-2025	Medium-high	Business Travel Commuting

Based upon the above completed and planned initiatives, it is projected that (as a minimum) Scope 3 carbon emissions will further decrease over the next seven years from the current normalised measurement of 5.4 tCO<sub>2</sub>e to 4.3 tCO<sub>2</sub>e by 2030. This is a **reduction of 20%** and will keep us on track to Net Zero.



# Declaration and Sign Off

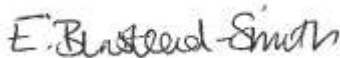
This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard <sup>1</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting <sup>2</sup>.

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 <sup>3</sup>.

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

**Signed on behalf of Webpost:**



**Name:** Emma Binstead-Smith

**Position:** Director

**Date:** 24/07/2024

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<sup>1</sup> <https://ghgprotocol.org/corporate-standard>

<sup>2</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>3</sup> <https://ghgprotocol.org/standards/scope-3-standard>