

Carbon Reduction Plan

Company: Zen Educate Limited

Published: Dec 2023

Commitment to achieving Net Zero

Zen Educate is committed to achieving Net Zero emissions by 2035.

Baseline Emissions Footprint

Baseline emissions are records of greenhouse gases produced in the past prior to the introduction of any strategies to reduce emissions. They are the reference point against which emissions reduction can be measured.

Baseline Year: 2021	
Additional Details relating to the Baseline Emissions calculations.	
One of the actions from the previous reduction plan was to refine our calculation for 2021 by looking into the largest emissions categories. We revised the 2021 calculation as shown below due to a more accurate estimate of the impact of our marketing and advertising, which is chiefly digital.	
Baseline year emissions: 1 Jan 2021 – 31 Dec 2021	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	1.4 → 1.4
Scope 2	12.1 → 12.1
Scope 3	277.7 → 225.3
Total Emissions	291.2 → 239.0

Notes on methodology:

- The calculation used a spend-based approach with a calculator based on the GHG Protocol using publicly available emissions factors, available at: <https://gocardless102.outgrow.us/ghg-calculator>

- The workspace heating, coolant, and electric data use sourced averages based on building emission factors, as office unit breakdowns from shared workspaces were not available.

Current Emissions Reporting

Reporting Year: 2022 —second year of reporting	
1 Jan 2022 – 31 Dec 2022	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	6.4
Scope 2	9.5
Scope 3	744
Total Emissions	760

During the reporting year, we had an average of 133 employees.

Our emissions intensity for 2022 is therefore **5.71** tCO₂e per employee

This is an increase from our 2021 emissions intensity of 2.39 tCO₂e per employee.

Because the average headcount increased from 2021 to 2022, we would expect that overall emissions would increase. However, some areas were disproportionately responsible for increasing the emissions intensity. These included:

- **Computer programming and related services** 0 → 67.2 tCO₂e
Increased by including contractor developer payments, e-commerce and software subscriptions (previously counted in Telecoms)
- **Travel** 9 → 58.7 tCO₂e
Our US launch entailed significantly more carbon emissions from flights, hotels and taxis, with the largest increase being flights
- **Furniture and office fit-out** 13.2 → 57.6 tCO₂e
We nearly doubled our office space during the year, which was included in furniture and fit-out costs. Part of this expense was an investment in booth-type meeting rooms, which we chose because we are able to move these booths between future office spaces. The goal is that they will be more carbon-efficient than building fit-outs.
- **Food** 13.6 → 53.2 tCO₂e
Emissions from food and social activities grew significantly. This was largely due to more in-person events after 2021, and more remote workers also visited our London

office.

- **Accounting, professional and consulting services** 27.4 → 90.5 tCO₂e
Included more aspects of the business plus additional usage during the year.
- **Computer and electrical products** 28.8 → 60.1 tCO₂e
Increased more than might be expected compared with the headcount change

Emissions reduction targets

As for the previous plan, to achieve Net Zero by 2035, we adopted the following interim carbon reduction targets.

By 2030, we aim to:

- halve our emissions as a company

Over the next 4 years, by 2027, we are aiming for:

- a 50% reduction per employee for Scope 3

Carbon Reduction Projects

Completed carbon reduction initiatives

Accuracy of measurement

- We increased the accuracy of our measurement, particularly in advertising and marketing, which was our highest-impact area according to the initial 2021 calculation. Because most of our marketing budget is for digital advertising we amended the calculation to reflect digital rather than a generic advertising and marketing emissions factor.

Through 2022

- Explored and identified options for carbon removal.
- Gave a lunch and learn to the company educating about the footprint calculation and emission scopes, the reduction plan.
- Researched and selected carbon removal options. Prepared content around the carbon removal options to educate the company once enacted.

Through 2023 as a company:

- Launched the bike-to-work scheme
- Launched an electric car hire
- Formalised a relationship with [Community Tech Aid](#) and sent old or broken computer and electrical equipment for recycling and reuse
- Explored options for better tracking and removing carbon from our travel, e.g. using TravelPerk
- Improved recycling signage and battery recycling

Planned carbon reduction initiatives

While the company continues to expand, we identified more initiatives to explore and enact to reduce our emissions intensity and reduce our overall emissions by focusing on where they are greatest and where we have the greatest scope to make improvements.

Reductions for Scope 1 and 2 emissions

While Scope 1 and 2 have only a minimal impact on our overall company emissions, as we expand and include more office locations, we can still try to reduce them.

- Our primary London office uses renewable energy. We can aim to be on renewable energy in all our offices.
- Give better controls on heating and cooling within our office units
- Set a minimum temperature that A/C can be set to in the Summer eg 26C

Reductions for Scope 3 emissions

Computer and electronic products

Together with our office manager, we have been:

- Extending the life of computer equipment where possible by repairing, reissuing and reinforcing employee care.
- We are recycling tech that we can no longer use via Community Tech Aid. Community Tech Aid is a local organisation that refurbishes tech where possible and provides it for free to organisations like schools that can use it.
- Buying refurbished computers where possible.
- Reviewing Apple's commitment, our primary supplier, to carbon reduction
- Recycling and reselling used equipment

Business Travel

- Track travel in greater detail, potentially using a platform to aggregate this data
- Agree on carbon removal for a % of unavoidable travel emissions, particularly flights

Assess and select a carbon removal portfolio

- Review providers of carbon removal options and select a portfolio and budget to begin carbon removal

Other actions still valid from prior reporting

- Review the sources of our office food supplies (milk, fruit, tea, coffee, sugar) and aim to source local and organic
- For company events, provide vegetarian or organic food
- Refine our measurement for food to understand the primary source of emissions
- Continue to source modular furniture that can stay with the company even through office moves to extend its life and reduce waste during fit-out of new offices eg movable phone booths
- Source FSC wood and other quality-made furniture that will last
- Employee, behaviour and impact: raise awareness of the importance of sustainability and our carbon reduction plans and engage employees in how we can become a more sustainable company. We hope this will continue to provide new ways to reduce our impact and lower our emissions.

Engaging with suppliers

Emissions from our suppliers in providing services to us make up the bulk of our carbon emissions. Therefore, engaging with our suppliers about their carbon reduction plans and

initiatives is key to reducing our impact as a company. As a general practice, we intend to map out our suppliers and review their published commitments and intentions around carbon reduction and reach out where necessary, to find out their intentions. In some cases, we may choose to move suppliers to who we feel are doing more to progress towards net zero. We still have this work to do.

When engaging with new suppliers, we plan to gather information about their commitment to measuring and reducing their carbon footprint—similar to how we assess new suppliers for data protection—and, where possible, favour new suppliers with lower impact.

Declaration and Sign-off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standards 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 standard¹ and use the appropriate Government emission conversion factors for greenhouse gas company reporting².

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) Standard³.

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

Signed on behalf of the Supplier:



Jonathan Hey, Chief Product Officer

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Date: 12 Dec 2023.....

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

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

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