



## Carbon reduction plan 2021-22

---

PPN 06/21

07 September 2022

# Table of contents

<b>Table of contents</b> .....	<b>2</b>
<b>Supplier summary</b> .....	<b>3</b>
Supplier name .....	3
Publication date .....	3
Commitment to achieving net zero .....	3
<b>Current emission reporting</b> .....	<b>4</b>
<b>Data clarification and commentary</b> .....	<b>6</b>
Our Carbon methodology .....	8
Uncertainty framework.....	8
<b>Emissions reduction targets</b> .....	<b>10</b>
<b>Carbon reduction initiatives</b> .....	<b>11</b>
<b>Declaration and sign off</b> .....	<b>13</b>
<b>Version control</b> .....	<b>14</b>

## Supplier summary

### Supplier name

---

Inform Limited trading as The Inform Team

### Publication date

---

7 September 2022

### Commitment to achieving net zero

---

Inform Limited trading as The Inform Team (referred to as Inform) is committed to achieving net zero by financial year 2029-30

## Current emission reporting

Reporting year aligned to 2021-22 financial year (1 April 2021–31 March 2022)

CO<sub>2</sub>e, or *carbon dioxide equivalent*, is a standard unit for measuring carbon footprints. It means the metric tonnes of CO<sub>2</sub> emissions with the same global warming potential as one metric tonne of another greenhouse gas.

<b>Commentary</b>	Please refer to the data clarification and commentary section below
<b>Scope 1</b>	<b>0 CO<sub>2</sub>e tonnes</b> Inform's business model is wholly digital and does not include owned or controlled boilers, furnaces, vehicles; emissions from chemical production in owned or controlled process equipment
<b>Scope 2</b>	<b>0 CO<sub>2</sub>e tonnes</b> Inform's business model does not include consumption of purchased electricity, heat, steam, or cooling
<b>Scope 3 (including sources)</b>	<b>45.24 CO<sub>2</sub>e tonnes</b> Please refer to table 1.0 for commentary around inclusions and exclusions of Scope 3 subsets. The following data indicates CO <sub>2</sub> e tonnes emissions breakdown per Scope 3 subset.  1 Purchased goods and services: <b>14.27</b> 2 Capital goods: <b>3.93</b> 3 Fuel and energy related activities (not included in scopes 1 and 2): <b>0</b> 4 Upstream transportation and distribution: <b>0</b> 5 Waste generated in operations: <b>0</b> 6 Business travel: <b>14.96</b> 7 Employee commuting: <b>12.09</b> 8 Upstream leased assets: <b>0</b> 9 Downstream transportation and distribution: <b>0</b> 10 Processing of sold products: <b>0</b> 11 Use of sold products: <b>0</b> 12 End of life treatment of sold products: <b>0</b> 13 Downstream leased assets: <b>0</b> 14 Franchises: <b>0</b> 15 Investments: <b>0</b>

<b>Total emissions (CO2e tonnes)</b>	<b>45.24 CO2e tonnes</b>

## Data clarification and commentary

Inform has not previously assessed or reported its carbon emissions. As such, this first reporting period – financial year 2021-22 – will act as our baseline.

Inform has worked closely with [Our Carbon](#) to extract official data from our systems. Where data is not available, we have used methodologies and assumptions recommended by Our Carbon – and shown in the data clarification section – to estimate or exclude data accordingly.

Please note CO2e in addition to that reported has been added to Inform’s total CO2e as per Our Carbon’s uncertainty framework.

Inform operates a remote, online business model. It has no fixed office for colleagues to attend and the model does not include numerous of the reporting requirements as defined in the PPN 06/21 Scopes<sup>1</sup>. Indeed, Inform has no carbon emissions as defined under Scopes 1 and 2.

Our primary carbon emissions fall under Scope 3, and while PPN 06/21 requires us to report only on Scope 3 subset categories 4, 5, 6, 7, and 9, our business model is such that not even all the required Scope 3 subsets are pertinent. With this in mind, we have included data beyond the parameters of this report, as we believe demonstrating as much of our emissions as possible is the right thing to do. Please refer to table 1.0 for commentary around which Scope 3 subsets are included in our carbon reduction plan.

Scope 3 subset	Commentary
1 Purchased goods and services	Where information is available and material to the organisation these have been included within the baseline year
2 Capital goods	Purchases of capital included within the financial accounts for the financial year have been included within the calculation
3 Fuel and energy related activities (not included in scopes 1 and 2)	Scope not material to Inform as we have no business processes which result in emissions in this category

---

<sup>1</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/991625/PPN\\_0621\\_Technical\\_standard\\_for\\_the\\_Completion\\_of\\_Carbon\\_Reduction\\_Plans\\_2\\_.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/991625/PPN_0621_Technical_standard_for_the_Completion_of_Carbon_Reduction_Plans_2_.pdf)

4 Upstream transportation and distribution	Scope excluded as sufficient transportation and distribution data unavailable from tier one suppliers
5 Waste generated in operations	Scope not material to Inform as we have no business processes which result in emissions in this category
6 Business travel	Information on business travel as captured by expenses system and accounting and finance system. Noted that there is leakage likely in this category as there's a possibility that an individual does not record travel. Within Our Carbon estimation, we've applied a factoring score to this to counteract any leakage of information and data capture limitations
7 Employee commuting	Information on business travel as captured by expenses system and accounting and finance system. Noted that there is leakage likely in this category as there's a possibility that an individual does not record travel. Within Our Carbon estimation, a factoring score has been applied to this to counteract any leakage of information and data capture limitations
8 Upstream leased assets	Scope not material to Inform as we have no business processes which result in emissions in this category
9 Downstream transportation and distribution	Scope not material to Inform as we have no business processes which result in emissions in this category
10 Processing of sold products	Scope not material to Inform as we have no business processes which result in emissions in this category
11 Use of sold products	Scope excluded due to a lack of data available to reasonably estimate these emissions. Subset 11 is for the use of sold products or services and involves estimating direct emissions from the use of our services by our clients. Currently, there is not enough data (from organisations like Microsoft) to be able to estimate this category
12 End of life treatment of sold products	Scope not material to Inform as we have no business processes which result in emissions in this category
13 Downstream leased assets	Scope not material to Inform as we have no business processes which result in emissions in this category
14 Franchises	Scope not material to Inform as we have no business processes which result in emissions in this category

15 Investments	Scope not material to Inform as we have no business processes which result in emissions in this category
----------------	--

Table 1.0 – The Inform Team Scope 3 subset commentary

## Our Carbon methodology

---

To calculate a carbon account, Our Carbon first establishes organisational and operational/reporting boundaries.

This involves an assessment of the structure of the reporting company, which allows Our Carbon to define the scope of the account. Our Carbon accounts always include an assessment of Scope 3 emissions unless otherwise excluded by the reporting company or real data is available. Once Our Carbon has established these boundaries, it assesses all potential business items material to the reporting company and requests data on these items.

To calculate carbon emissions in CO<sub>2</sub>e, Our Carbon uses emission factors unless a direct measurement of greenhouse gases is possible. Each calculation using emission factors involves multiplying an annual figure (such as gas consumption in kWh) by its equivalent emission factor. Our Carbon uses the highest quality emission factors available for each item. Our Carbon sources from national bodies such as the UK Government DEFRA and uses the best third-party sources available for items not covered by governmental or nationally established research bodies.

Please note that for Inform, Scope 3 subset categories 3–5 and 8–15 have either been excluded or are not applicable based on our operating model.

Each item is then assessed by the Our Carbon uncertainty framework and an additional number of emissions is added to the total to account for any uncertainty in data and emission factor quality.

## Uncertainty framework

---

To manage uncertainty in carbon calculations, Our Carbon has established an uncertainty framework. It is based on two rating scores:

Data Evidence Quality: the quality of data provided from the reporting organisation

Our Carbon Evidence Quality: the quality of the source of emissions factor used

Each business item is rated on these criteria, and given a score between 0 and five, with five being the highest. Our Carbon then averages these scores across the account and adds an additional percentage (%) number of emissions to the original total. For a score of one, 25% is added; two, 20%; three, 15%; four, 10 %; and five adds 5%.

The scores are assessed using the following criteria:

### **Data evidence quality**

0 = No evidence provided

1 = Estimate using guess work

2 = Estimate including the use of some basis of information, such as calendar items, or informal note taking

3 = Modelled estimate. Some evidence provided but requires assumptions to derive the annual figure

4 = Some high level of evidence provided (such as invoices) but some requirement to adjust the information in line with the accounting year

5 = All evidence provided by invoice or in granular detail. For example, electricity invoices for the exact period of the account

### **Our Carbon evidence quality**

0 = No sourced emission factor

1 = Emission factor used from a source which has not been verified by more than one source of information

2 = Emission factor used by other sources, but consensus on the quality of the emission factor is not established

3 = Average or broad emission factor used, derived from and cited by multiple sources. Considered to be credible by Our Carbon

4 = Emission factor from credible source but has experienced historical changes as the science evolves and changes year on year

5 = Emission factor from credible source used by national organisations and governments, considered common practice guidance emission source

Applying this framework to carbon calculations is optional for the reporting company. However, Our Carbon does recommend its model as a qualitative means to account for any uncertainties in the carbon account. Inform's data received an overall evidence quality score of **4.2** and we added **3.14 CO2e tonnes** to account for estimations used.

## Emissions reduction targets

This is Inform’s first year of reporting and committing to reducing its carbon emissions. Our proposed aim is to achieve net zero eight years from now, by financial year 2029–30.

Using our current reporting methodology in collaboration with Our Carbon, our baseline total CO<sub>2</sub>e in 2021-22 is 45.24 CO<sub>2</sub>e tonnes – inclusive of additional CO<sub>2</sub>e in line with Our Carbon’s uncertainty framework and data evidence quality methodologies. As indicated in figure 2.0, we project Inform’s carbon emissions will decrease over the next five years to 17.25 tonnes CO<sub>2</sub>e, a reduction of 62%.

Progress against these targets can be seen in figure 2.0 below:

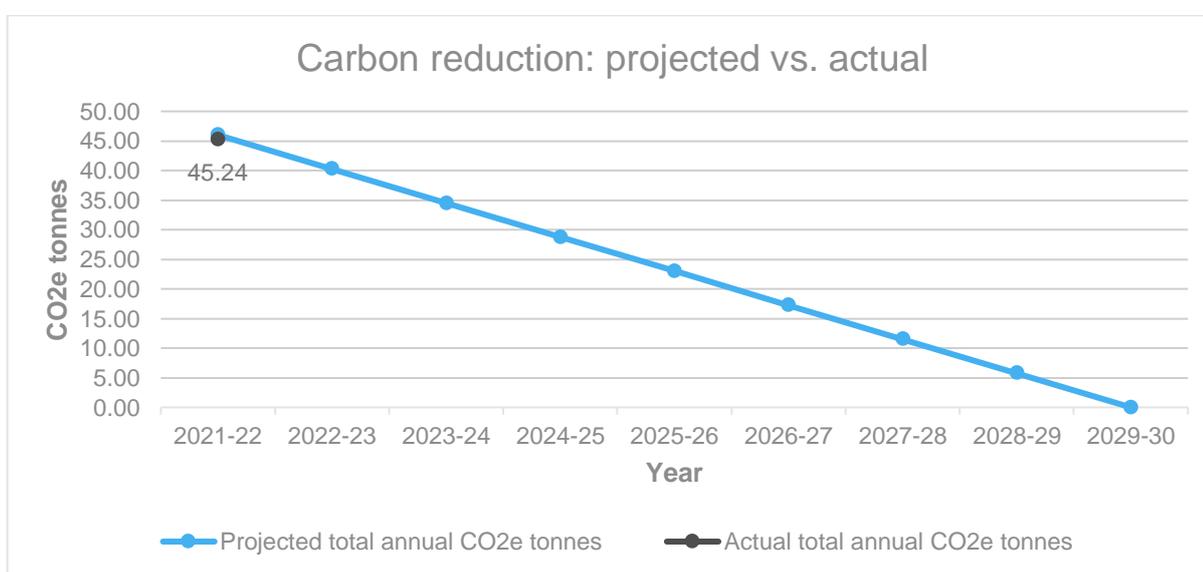


Figure 2.0 – projected versus actual carbon reduction for The Inform Team

As this is our first year of reporting and we are in a period of considerable growth, we may in future seek to amend our projected emissions reductions in line with the government current best practices.

## Carbon reduction initiatives

This is the first year Inform is reporting on carbon reduction and as such, most of our carbon reduction initiatives are proposals. However, we have published our first environmental policy in line with this carbon reduction plan. The policy sets out Inform's commitment to reducing its carbon emissions – in line with PPN 06/21 – as well as outlining how it minimises environmental harm and promotes positive action where possible.

The policy acts as a beacon, both educating colleagues and stakeholders around the importance of environmentally sensitive working practices, and providing material means by which to inspire greater environmentalism.

For example, we offer the following practical solutions to aid our people in making environmentally sensitive decisions:

- An annual, paid volunteer day to encourage our colleagues to actively support charitable or community causes including those associated with the manmade climate crisis
- Support where they engage in environmental campaigning and respect their right to peaceful protest while upholding our responsibilities to our clients and security check status
- A Sustainability Task Force to steer our future sustainability efforts and implement business-wide changes that have a real impact in reducing our carbon emissions

We have begun a programme of climate education activities. Our first was a talk hosted by Greenpeace, to help people understand the climate crisis, their own carbon footprint, as well as the role business plays in reducing its impact on the climate. We also have an open forum for discussion around climate change for our people, and encourage them to spot opportunities to reduce our impact on the environment.

In the future we hope to implement further measures to reduce our emissions, such as:

- Seeking certification to ISO14001 within the next five years
- Improving our environmental data reporting so as to rely on actual rather than estimated data
- Reappraising any suppliers we use, replacing those with opaque supply chains in favour of greater transparency and environmental credentials
- Updating our travel policy to encourage journeys by bike, public transport and car sharing first. Flying is only ever a last resort

- Endeavour to use servers based in the UK or EU so as to more effectively comply with environmental initiatives
- Carbon offsetting projects as recommended by Our Carbon – though this is considered a last resort

## Declaration and sign off

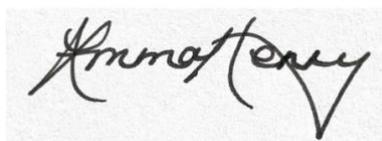
This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

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>2</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>3</sup>.

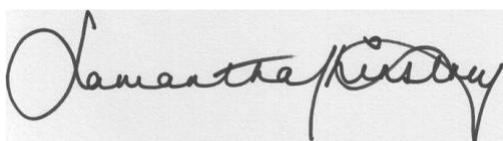
Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard<sup>4</sup>.

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

**Signed on behalf of Inform Limited trading as The Inform Team**



Emma Henry, Co-founder and Director



Samantha Kinstrey, Co-founder and Director

Date: 7 September 2022

---

<sup>2</sup> <https://ghgprotocol.org/corporate-standard>

<sup>3</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>4</sup> <https://ghgprotocol.org/standards/scope-3-standard>

## Version control

<b>Document title</b>	Carbon reduction plan PPN 06/21
<b>Document owner</b>	Operations: Emma Henry
<b>Organisation</b>	The Inform Team
<b>Date first created</b>	06 September 2022
<b>Date last updated</b>	06 September 2022
<b>Version</b>	0.1