



PRINTING • PACKAGING • DIRECT MAIL

Carbon Reduction Plan

Potts Print (UK) Ltd is committed to continually improving the environmental impact the business and its operations. This includes striving to reduce our operational carbon footprint. We are committed to achieving Net Zero emissions by 2040.

We are ISO 14001 Environmental Management Systems certified, hold FSC & PEFC Chain of Custody certification and one of just 30 Carbon Balanced Printing Companies in the UK.

We do not currently fall under SECR regulations; however, we have chosen to calculate and independently verify our Scope 1 and Scope 2 carbon emissions which in turn have been balanced in association with ecological charity, World Land Trust.

2020 Baseline - Baseline emissions are the record of the past and were produced prior to the introduction to any strategies to reduce emissions. Baseline emissions are the reference point against which emissions can be measured.

Baseline data is based on Scope 1 & 2 data from 2019-2020.

	CO _e e Impact (Tonnes)
Scope 1	
Fuels	87.80
Fleet	59.88
Scope 2	
Purchased Electricity	277.32
Total Carbon Impact (Tonnes)	425.01

2023 – Data reporting period 2021-2022

	CO _e e Impact (Tonnes)	CO _e e Impact (tonnes) vs baseline	Reduction from baseline (%)
Scope 1			
Fuels	77.59	-10.21	-12%
Fleet	42.61	-17.19	-29%
Scope 2			
Purchased Electricity	240.56	-36.76	-13%
Total Carbon Impact (Tonnes)	360.76	-64.25	-17%

To continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets.

- We aim to reduce our carbon footprint by 5% on our 2021-2022 data when we report on our carbon emissions to CarbonCo & WLT during our next submission cycle in 2025.
 - We will install PIR lighting to reduce wasted electricity.
 - We will continue to switch, where possible, fleet vehicles to be hybrid or fully electric.
 - All investment in new technology will be of the highest energy rating.
- We will continue to offset our operational carbon footprint with WLT. All WLT projects are measured and monitored by WLT carbon specialists following international carbon standards and methodologies. This ensures the project design, development and implementation is driven by science, is verifiable and robust, and remains adaptive to ensure long-term success.



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Our current carbon offset is focused in Guatemala, South America in a threatened coastal forest. The project supports hundreds of landowners and local communities as well as protecting habitats for a variety of endangered birds and mammals including jaguar's, manatee's, and tapir's

The WLT project in Guatemala is REDD+ (Reducing Emissions form Deforestation and forest Degradation) and VCS (Verified Carbon Standard) certified and supports 12 UN Sustainable Development Goals.

Carbon Reduction Projects

The following environmental management project has been implemented since the 2020 baseline. The carbon emission reduction achieved by this scheme equates to 17tCO₂e, a 29% reduction against the 2020 baseline and the measures will be in effect when performing the contract.

The adoption of electric/PHEV fleet vehicles. Company car drivers are no longer given the option for a fully fuelled vehicle when a vehicle lease comes to an end. Depending on their role, a fully electric or PHEV vehicle pool are selected. Coupled with the installation of 14 high speed charging points on site, powered by 100% renewable electricity, this has driven a 29% reduction in emissions.

In the future we hope to implement further measures such as:

- On-site energy production (solar, wind)
- Electric delivery fleet
- Move heat generation away from natural gas
- Calculate our Scope 3 emissions to include, as a minimum, the following:
 - Upstream transportation and distribution
 - Waste generated in operations
 - Employee commuting
 - Downstream transportation and distribution

Declaration

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 standard¹ and uses 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:

Date: 08.03.2022

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>