alectro
Your Virtual Sustainability Officer®

TH NK!

Think

2024 Carbon Report

17 October 2024

Version 1

Welcome to Think's Carbon Report.

This report has been generated to quantify the carbon footprint for Reporting Year 2024, and to act as the basis for data-driven decision-making when it comes to Think's sustainability strategy.

The key points from this report are:

- The total footprint for the reporting period is 7.18 tCO2e.

- The key contributors to the overall footprint are:

  - Facilities (21.31%)

  - Employee Commute (16.16%)

  - Operational Vehicles (13.65%)

    - Collectively these made up 51% of the total footprint.

- Based on 8 full time employees on average during the period, this is a value of 0.90 tCO2e/employee.

This year, we strongly recommend formalising Think's net zero pathway and making use of the Virtual Sustainability Officer® to continue the momentum that the company has generated by implementing this report.

Emissions Summary /
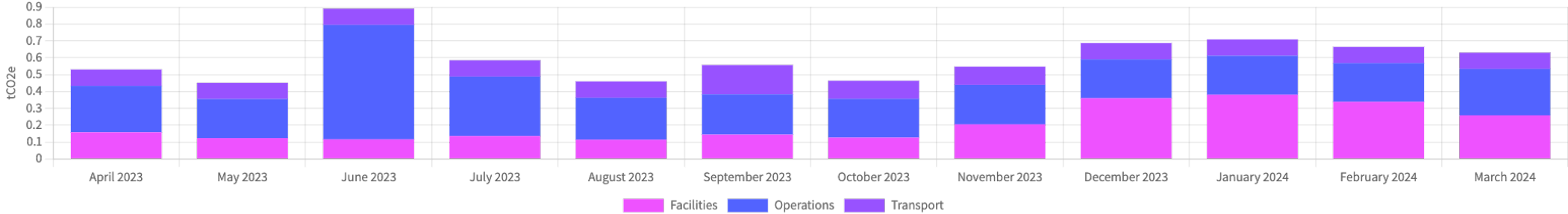
Here you can find your emissions broken down by their operational category.

To explore these emissions in more detail, please visit https://vso.alectro.io/overview/summary-by-group

Emissions by Group

| Type	tCO2e	tCO2e/employee	%
Facilities	2.46	0.31	34.31%
Operations	3.46	0.43	48.16%
Transport	1.26	0.16	17.54%
Total	**7.18**	**0.90**	**100%**

Monthly Emissions by Group

Category Breakdown

Here you can find your emissions broken down by their operational category.

This allows you to quickly understand which parts of the business contribute the emission hotspots so that you can attribute emissions reduction actions to specific parts of the business.

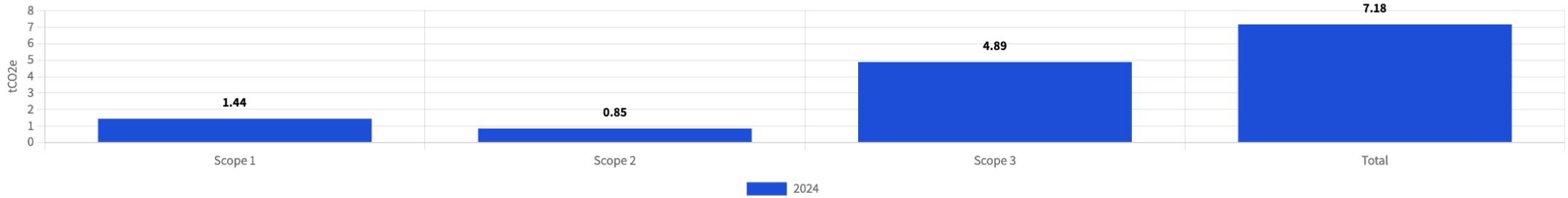To explore these emissions in more detail, please visit https://vso.alectro.io/overview/summary-by-group
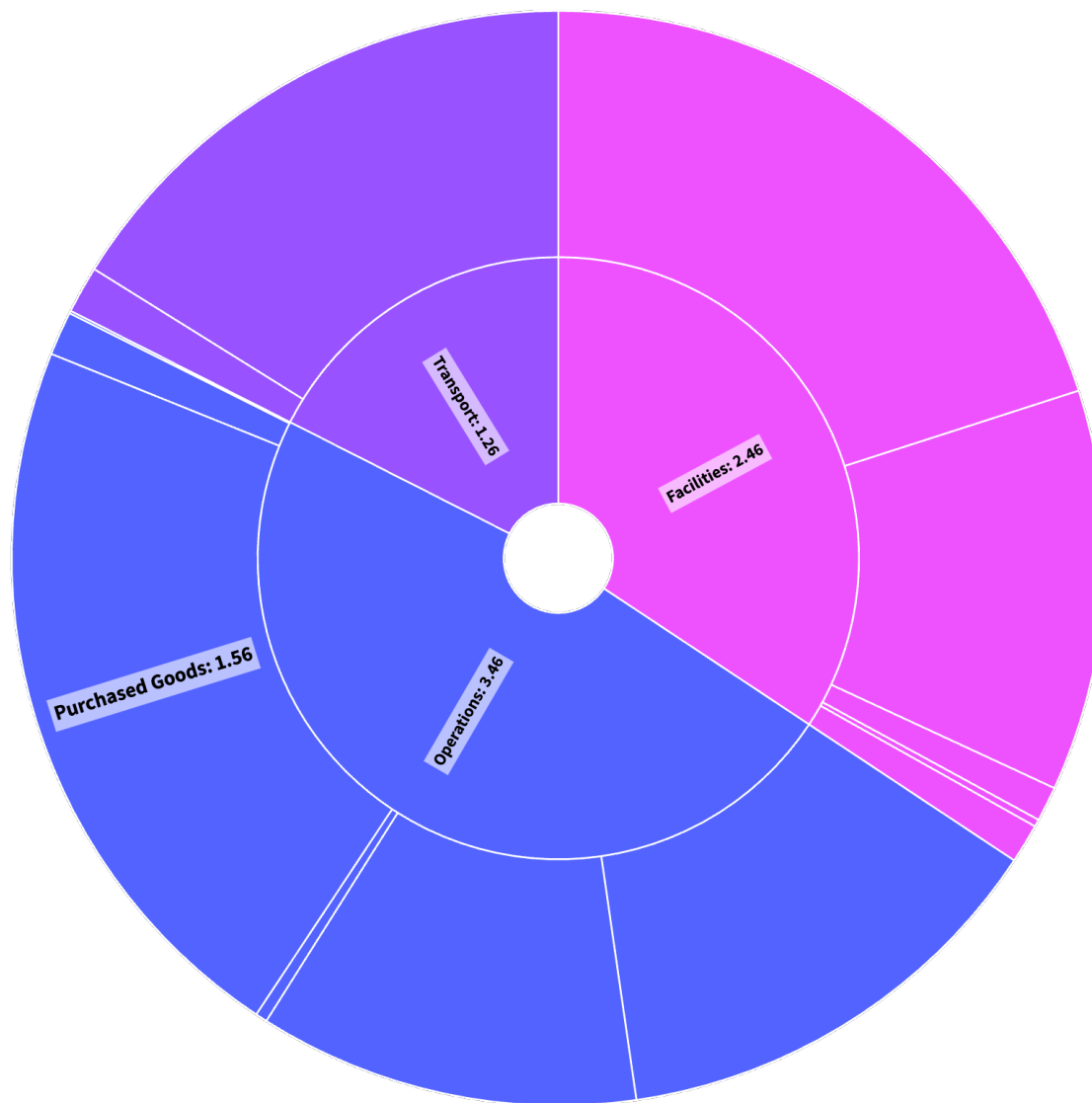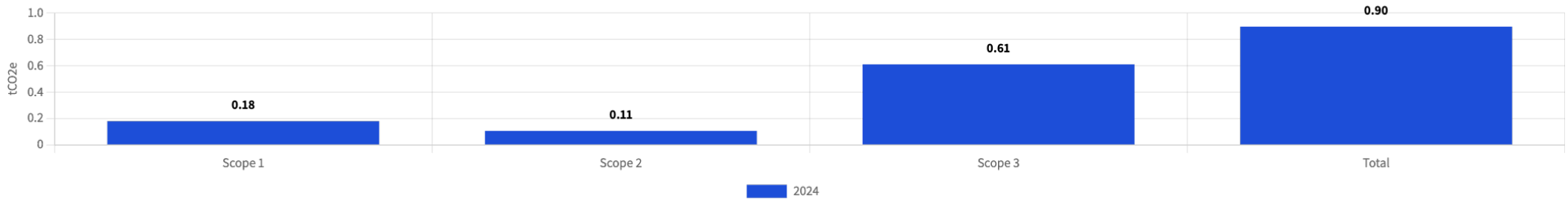
Here you can find your emissions broken down by the reporting year to allow an annual comparison.

To explore these emissions in more detail, please visit https://vso.alectro.io/emissions

Company Emissions

Emissions per Employee

Here you can see a breakdown of the total emissions of each category measured.

Please note that the total emissions should be compared with employee growth to compare real vs relative changes.

A full breakdown of each section can be explored at https://vso.alectro.io/emissions

Scope	Type	Description	2024 tCO2e
3	Operations	Purchased Goods	1.56
1	Facilities	Heating	1.44
3	Transport	Employee Commute	1.16
3	Operations	Cloud Computing	0.96
2	Facilities	Purchased Electricity	0.85
3	Operations	Food and Drink	0.81
3	Transport	Business Travel	0.10
3	Operations	Socials and Events	0.09
3	Facilities	Working From Home	0.08
3	Facilities	Transmission and Distribution	0.07
3	Operations	Material Use	0.03
3	Facilities	Water Use	0.02
3	Operations	Waste Generated	0.01
1	Facilities	Refrigerant	0.00
1	Transport	Company Vehicles	0.00

Suggested Next Steps /

In 2024, Think's total emissions amounted to 7.18 tCO2e, with the main contributors being purchased goods (1.56 tCO2e), facilities emissions (1.53 tCO2e), and employee-commute emissions (1.16 tCO2e). These categories should be prioritised for reduction to decrease the company's overall carbon footprint.

A key focus for Think should be addressing suppliers like Galloways, who currently lack strong sustainability credentials. Engaging with these suppliers to improve their environmental impact can significantly help reduce emissions from purchased goods. Additionally, investigating the broader supply chain is essential to understand and manage indirect emissions.

Think should also implement key policies, including a Sustainability Policy, an Environmentally Preferred Procurement (EPP) Policy, and a Supplier Policy. These measures will help establish a robust sustainability framework for the company moving forward.

Offsetting should complement emission reduction strategies rather than being the primary solution. Emissions per employee in 2024 were 0.9 tCO2e, unchanged from the base year. By focusing on these critical areas and implementing the recommended actions, Think can achieve meaningful reductions in its carbon footprint and strengthen its sustainability efforts.

This is a list of suggested actions to implement in the coming year. Each item can be assigned to a member of staff and the completion progress can be tracked with the kanban board.

The dynamic emission reduction action tracker can be explored at https://vso.alectro.io/actions

Doing

Carbon offset to become carbon neutral

Ideas

| Implement a salary sacrifice scheme for EVs | Install chargers for EVs | Collect specific tariff information for 271a Bury New Road, Whitefield, Manc... | Offer employees alternative and plant based milks rather than dairy | Improve refrigerant data collection for 271a Bury New Road, Whitefield, Manc... |

Project Detailed Analysis /

During the employee analysis, each member of the team answered standard questions about issues surrounding carbon emissions and climate change. The results are shown below and compared over time.

We asked employees how much they agreed or disagree with these standard questions (shown below), with the following options available for them to score their response by: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

To explore these in more options, including how the scores have changed over time, please visit: https://vso.alectro.io/engagement

Legend:
- Climate change is an important issue in my life
- I am confident in quantifying carbon emissions resulting from my lifestyle choices and actions
- I believe humans have had an appreciable contribution to climate change
- I believe our climate is changing
- It is important for me to be working for an organisation that takes responsibility for its actions relating to climate change

United Nations Sustainable Development Goals (SDGs)

The UN Sustainable Development Goals (SDGs) are a set of 17 global objectives aimed at ending poverty, protecting the planet, and ensuring prosperity for all by 2030. For more information, you can visit https://sdgs.un.org/goals

We asked employees to vote for their top three goals for guidance on which project they would like to see the company support, with the results shown below.

To explore the votes in more detail, please visit https://vso.alectro.io/engagement

Legend:
- #1 - No Poverty
- #13 - Climate Action
- #3 - Good Health and Well-Being
- #8 - Decent Work and Economic Growth
- #16 - Peace, Justice, and Strong Institutions
- #2 - Zero Hunger
- #6 - Clean Water and Sanitation
- #7 - Affordable and Clean Energy
- #11 - Sustainable Cities and Communities
- #14 - Life Below Water

Emissions /

1 3
GHG Scope

1.53 tCO2e
Total Impact

21.31 %
% of Total Impact

Explore Data →

The impact from facilities typically comes from 4 sources: power, heating space and water, cooling, and water consumption.

You can reduce your emissions from power by choosing a low carbon electricity provider for all company sites and committing to being powered by 100% low carbon power as a company.

You can reduce emissions from heating by actively engaging with the team managing facilities, or by choosing a facility with a highly efficient energy rating.

Water use tends to be a low emitting category, and this will lowe further as national net zero goals are targetted.

When refrigerants (typically from AC units) leak into the atmosphere they can have enormous impacts. As such, we encourage very active monitoring of systems to ensure any leaks are investigated as soon as possible.

Facilities Emissions

alectro
Your Virtual Sustainability Officer®
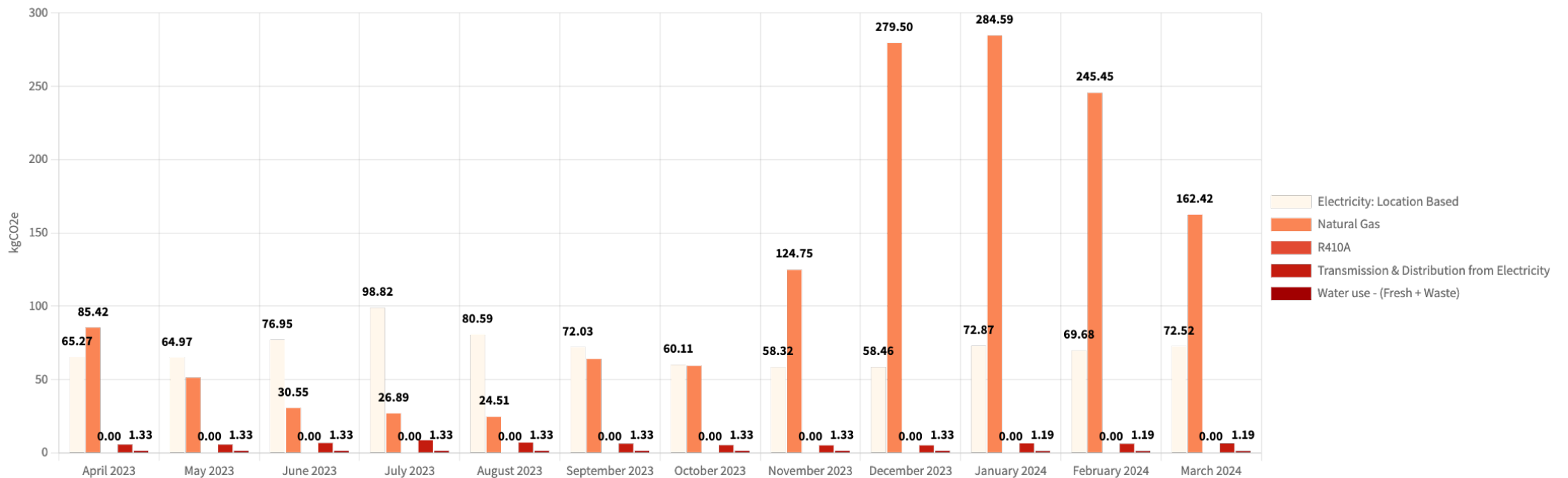
3
GHG Scope

1.16 tCO2e
Total Impact

16.16 %
% of Total Impact

Employee Commute is mainly impacted by the mode of transport and the total distance travelled by employees. A high proportion of distance travelled by car or motorcycle will increase the impact, whereas when employees use mass transport methods like Rail or Metro systems, then the impact will reduce.

Employee Commute KM
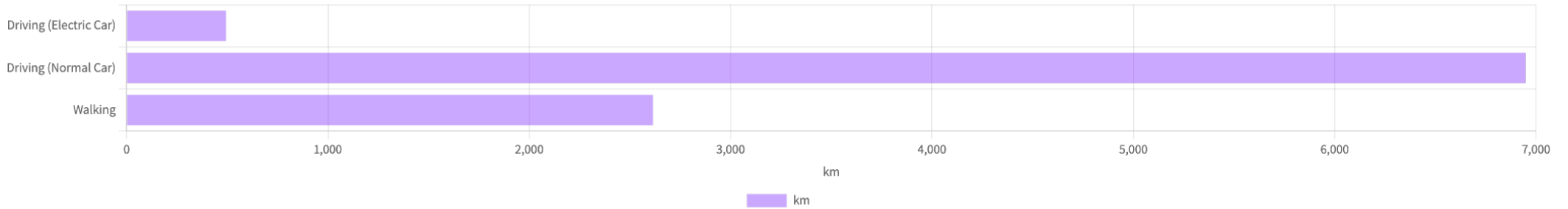
Employee Commute tCO2e

alectro
Your Virtual Sustainability Officer®

3
GHG Scope
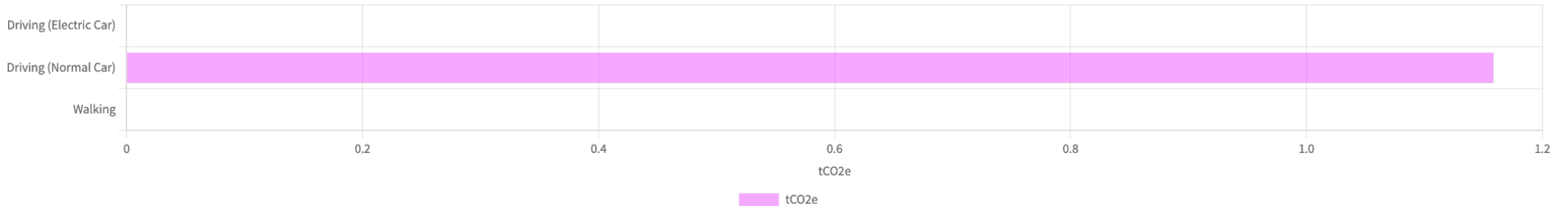
0.96 tCO2e
Total Impact

13.37 %
% of Total Impact

Explore Data →

The most significant factor which has an overall impact on the carbon footprint from cloud computing is the origin of the power, and the type of physical server used.

When the infrastructure is hosted in low-carbon regions, the emissions at point of use tend to zero emissions, whereas when they are hosted in high carbon regions, they will be higher.

The embodied emissions of the servers are based on the emissions produced during the production of the physical machines used to deliver the cloud services.

Overall, the deployment of cloud computing is far more energy and resource efficient than in localised deployments.

alectro
Your Virtual Sustainability Officer®

2
GHG Scope

0.85 tCO2e
Total Impact

11.84 %
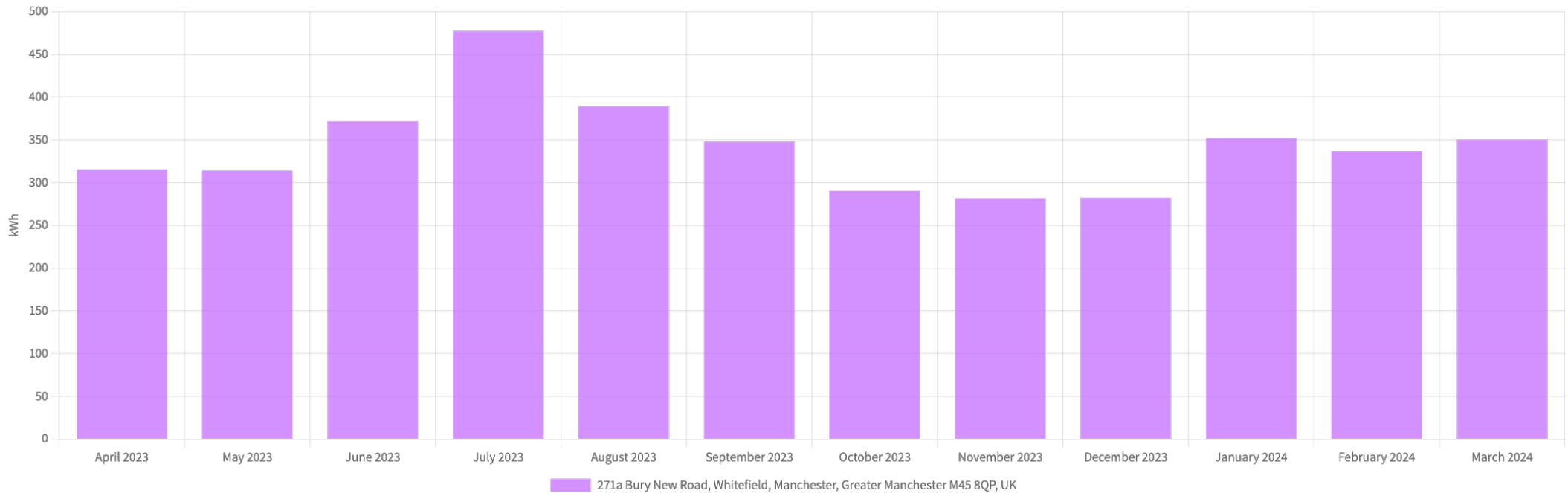% of Total Impact

Explore Data →

Electricity is reported using a dual reporting methodology, making use of location- and market-based emissions.

Location-based emissions refer to the greenhouse gas emissions associated with the production and delivery of electricity within the grid as an entire network.

Market-based emissions for electricity take into account the emissions associated with the production of the electricity that a consumer has chosen to purchase - for example, a low carbon tariff.

Both values are reported within the Virtual Sustainability Officer®.

Electricity Use

271a Bury New Road, Whitefield, Manchester, Greater Manchester M45 8QP, UK

alectro
Your Virtual Sustainability Officer®

2
GHG Scope

0.85 tCO2e
Total Impact

11.84 %
% of Total Impact

Explore Data →

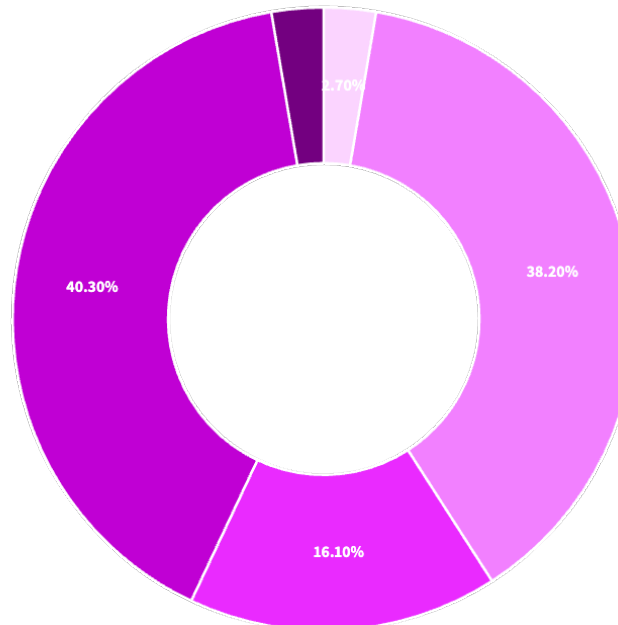Emissions can be reported according to both Market-based and Location-based methods:

Market-based emissions: 0.85 tCO2e

Location-based emissions: 0.85 tCO2e

The fuel mix is shown by the chart below.

Electricity Mix

Legend:
- Coal
- Gas
- Nuclear
- Renewable
- Other

Chart values:
- 2.70%
- 38.20%
- 40.30%
- 16.10%

alectro
Your Virtual Sustainability Officer®

3
GHG Scope

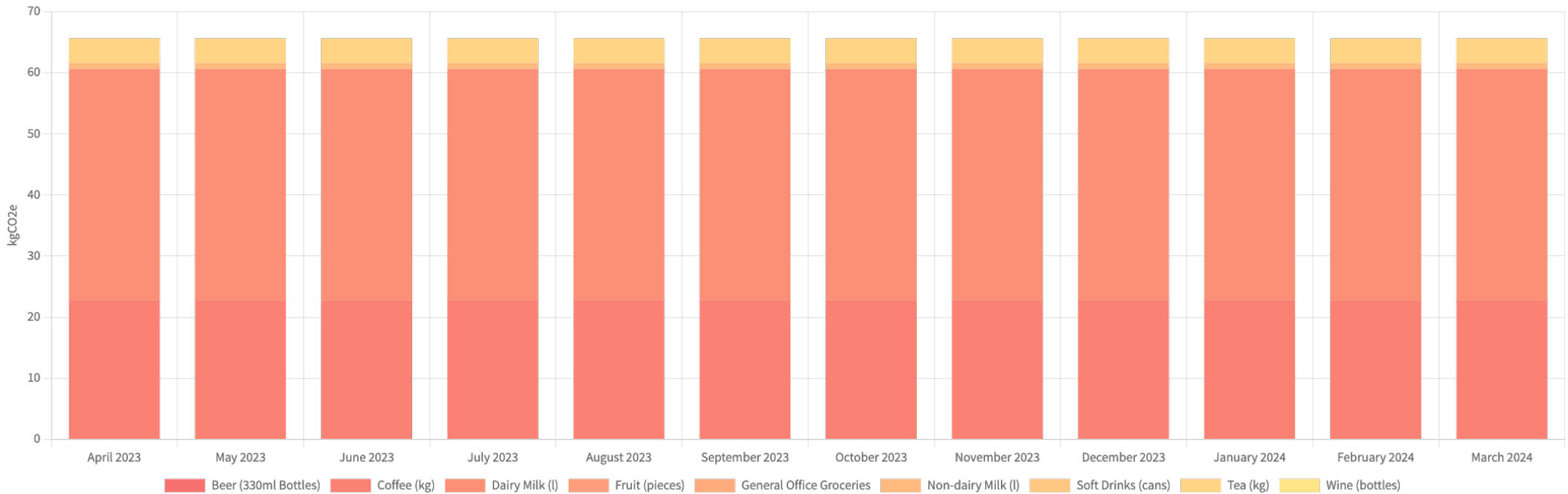**0.79** tCO2e
Total Impact

11.00 %
% of Total Impact

Explore Data →

This data comes from a combination of direct data entry and any additional items purchased through the company expense systems.

Office food and drink contributes to the overall company emission profile based on the impact of the production of the items consumed within the office.

Some items in particular (for example coffee and dairy milk) can be significant contributors and so ensuring these high impact items are purchased according to an Environmental Purchasing Plan (EPP) is important.

Finally, the company should seek to reduce any waste as actively as possible by only ordering what is needed and monitoring the consumption levels on a monthly basis.

Office Food and Drink Emissions

Legend: Beer (330ml Bottles) · Coffee (kg) · Dairy Milk (l) · Fruit (pieces) · General Office Groceries · Non-dairy Milk (l) · Soft Drinks (cans) · Tea (kg) · Wine (bottles)

alectro
Your Virtual Sustainability Officer®

3
GHG Scope

0.58 tCO2e
Total Impact

8.08 %
% of Total Impact

Explore Data →

Day-to-day operations require consumable-electronics and IT equipment. The calculations use manufacturer Life Cycle Analysis (LCA) values but exclude point-of-use values (these are included in electricity consumption).

This data comes directly from the Assets Upload wizard, and takes all items purchased in the reporting year, according to GHG Protocol guidelines.

When it comes to IT equipment, emissions are essentially unavoidable, so selecting supplier wisely is the best choice a company can make. If you need advice on the best companies, please ask the Alectro team.

In addition, e-waste should be managed appropriately. Being fully accountable for every device used, and responsibly recycling or disposing of these devices at their end-of-life, should be implemented as an official policy.

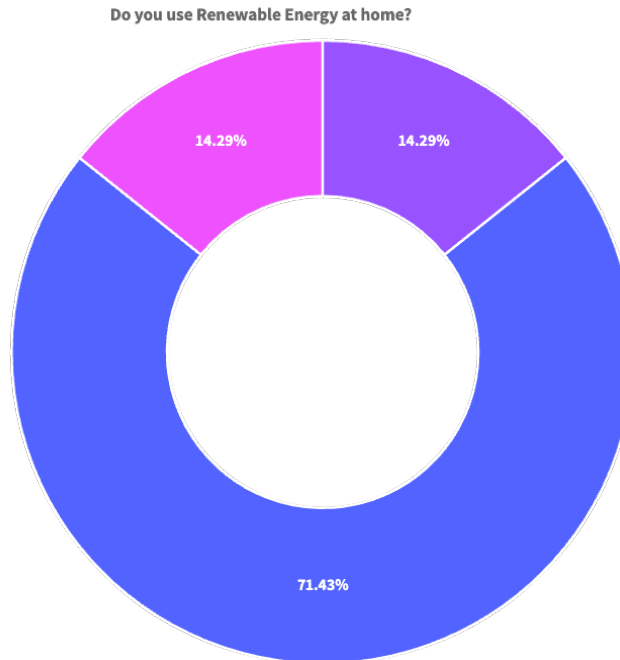## Electronic Equipment tCO2e

- Laptops
- Montiors
- Phones
- Other

0.58

alectro
Your Virtual Sustainability Officer®
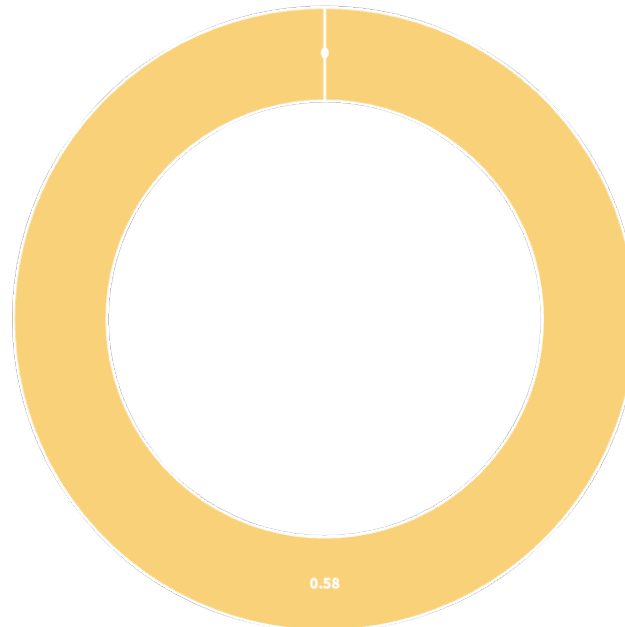
3
GHG Scope

0.08 tCO2e
Total Impact

1.11 %
% of Total Impact

Explore Data →

Working-from-home emissions come directly from employee responses when completing their onboarding (or annual confirmation exercise).

These take into account whether the employee has chosen to use a low-carbon tariff at home, and also how much heating they typically use in a working day.

It is important to help employees to understand the impact of working from home and what they can do to reduce it. We recommend actively engaging employees to choose low carbon electricity tariffs at home.

Using renewable energy at home?

Do you use Renewable Energy at home?

■ No
■ Unknown
■ Yes

14.29%

14.29%

71.43%

alectro
Your Virtual Sustainability Officer®

3
GHG Scope

0.06 tCO2e
Total Impact

0.84 %
% of Total Impact

Explore Data →

Business travel emissions come directly from expenses and are categorised by their type. Specifying the method of travel and any additional information will improve the data for future years of analysis.

In general, public transport has a much lower impact than private transport methods and so should be pioritised. For example, company policies should prioritise train travel over private vehicle mileage where possible. Where this is impossible, the company should look to introduce means to assist employees with a transition to electric vehicles or similar.

Distance Travelled

alectro
Your Virtual Sustainability Officer®

3
GHG Scope
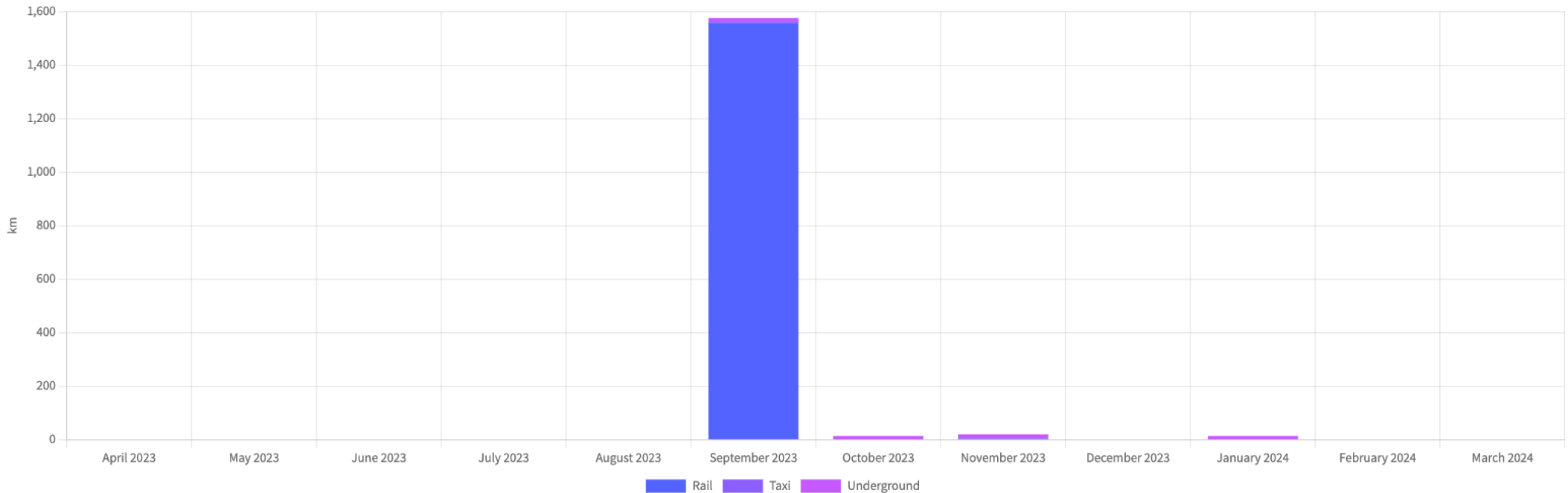
0.04 tCO2e
Total Impact

0.56 %
% of Total Impact

Explore Data →

Hotel travel is recorded from expenses, and cross-referenced with any additional information added from Events data.

The impact per night of a hotel stay typically relys on the power-grid for the country in which the hotel is based. For a country with a very low carbon grid (i.e. France) the impact for a hotel stay will be lower than a night in a country with a carbon intensive electricity grid (i.e. The Maldives).

Hotel stays should also be booked within hotels that themselves have a commitment to net zero.

Hotels

alectro
Your Virtual Sustainability Officer®

3
GHG Scope

0.03 tCO2e
Total Impact

0.42 %
% of Total Impact

Explore Data →

Emissions from paper come from reports generated from print usage.

Emissions from postage come from expenses which are categorised by their type.

We recommend implementing and following a strong Environmental Purchasing Plan (EPP) to ensure that the printing company and companies used for postage and couriers are aligned to the company's net zero plan.

Paper and Distribution Emissions

Legend: ■ Paper ■ Postage

alectro
Your Virtual Sustainability Officer®
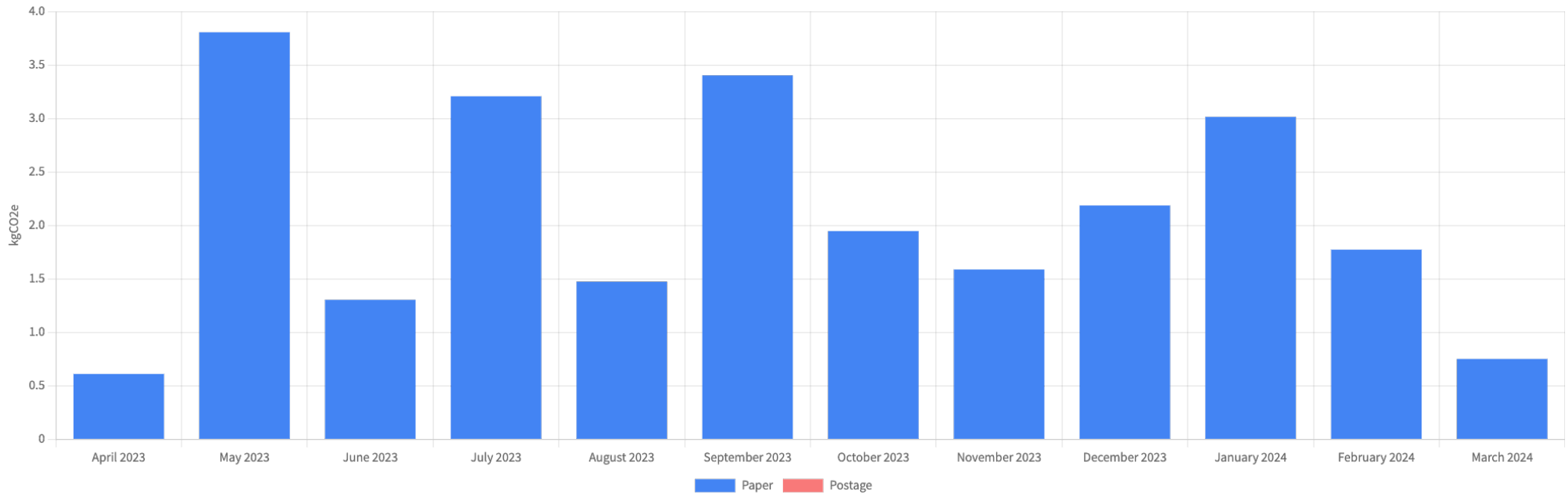
3
GHG Scope

0.02 **tCO2e**
Total Impact

0.28 **%**
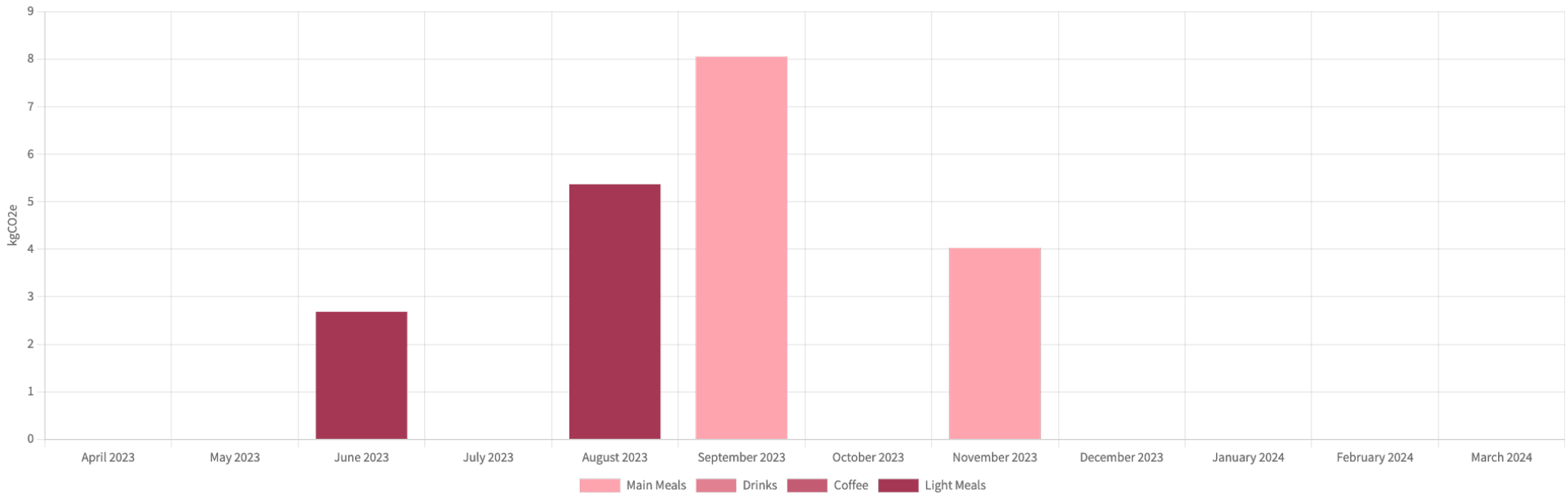% of Total Impact

Explore Data →

Emissions from general sustenance (for example for meetings, socials, and when travelling) contribute to the company emission profile but are often overlooked.

The impact comes from analysed expenses and can be categorised by the different type of sustenance (i.e. coffees, food, or drinks).

Moving forward, we recommend providing as much information as possible on the expense submissions to allow accurate categorisation and tracking in future years. For more information, we can provide an ideal template for the expenses and the company can introduce guidelines for expense entry.

We recommend searching for local restaurants that actively engage with net zero goals themselves, and using these as the main "go-to" spots for meetings and company socials.

Meals and Sustenance Emissions

alectro
Your Virtual Sustainability Officer®

3
GHG Scope

0.01 tCO2e
Total Impact

0.14 %
% of Total Impact

Explore Data →

Emissions from waste come from the data inputs provide by the waste data holder.

In general, we recommend implementing organic waste and recycling points, ensuring that signage and instructions are clear for all employees, and using suppliers that transfer zero waste to landfill.

Waste Emissions

■ General Waste   ■ Recycling

alectro
Your Virtual Sustainability Officer®
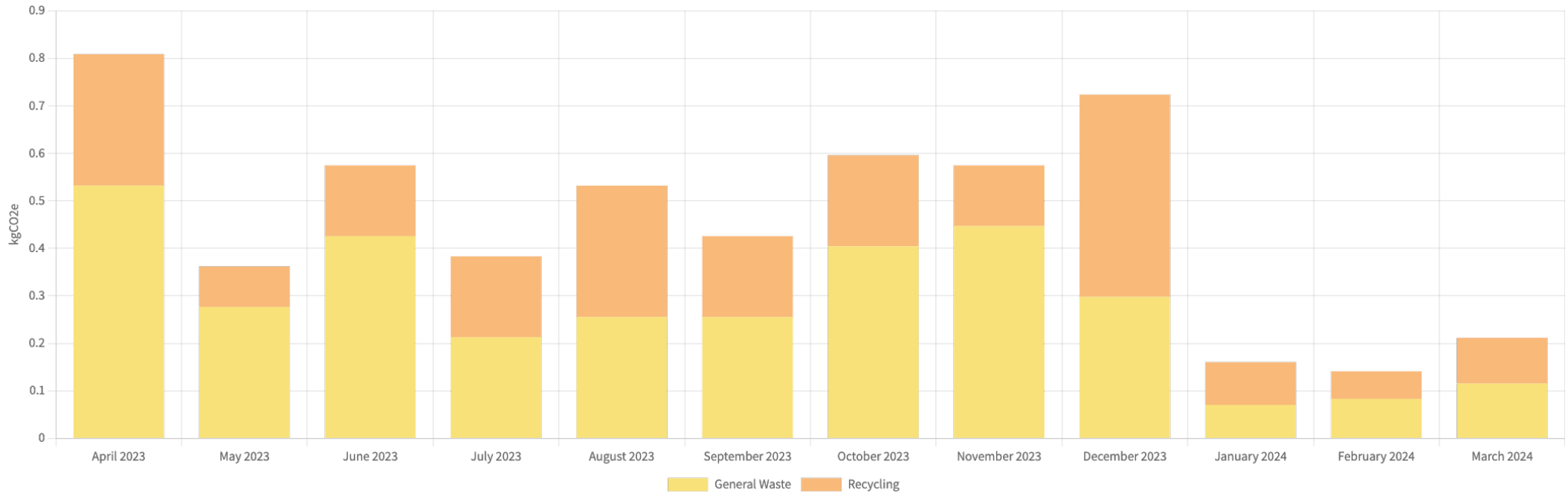
1
GHG Scope

0.00 tCO2e
Total Impact

0.00 %
% of Total Impact

Explore Data →

Operational Mileage refers to mileage done exclusively for company operations. General business mileage is included within Business Travel.

In general, the most significant changes that organizations with high Operational Mileage can make is to swap the fleet to a fleet made up entirely of Electric Vehicles (EVs). By ensuring that the charging points are supplied by 100% low carbon electricity, this means that the company will have zero-emissions at point of use with a 100% EV fleet.

Operational Mileage Emissions

Car - BEV
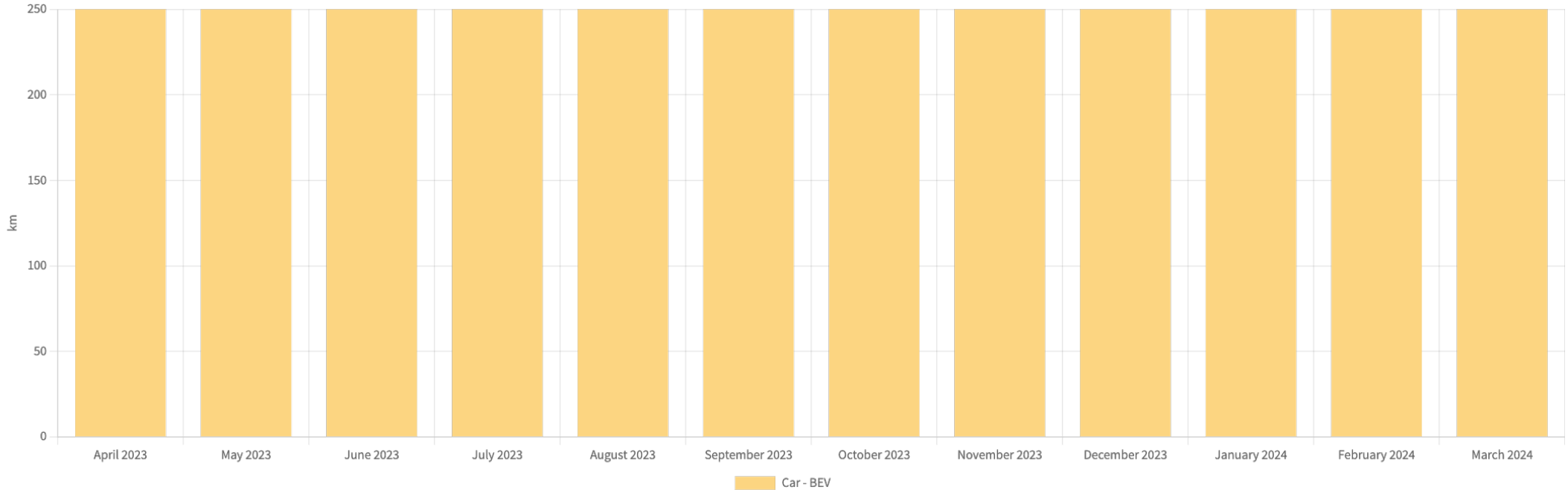
The supply chain has been analysed using an extension of the Pareto principle to measure the top proportion of company spend.

A company is highlighted in green if it passes the assessment. This means the company reports emissions publicly and has a net zero strategy in place.

A company is highlighted in amber if it has clear engagement with sustainability, but hasn't publicly published its carbon emissions or net zero goals. A standard sustainability policy isn't enough to be considered in this bucket.

A company is highlighted in red if it has no engagement with sustainability publicly listed, or its publicly listed documents lack data or clear goals and targets of how the company will reach net zero.

You can explore this section in more detail here: https://vso.alectro.io/supply-chain

Supply Chain Emissions
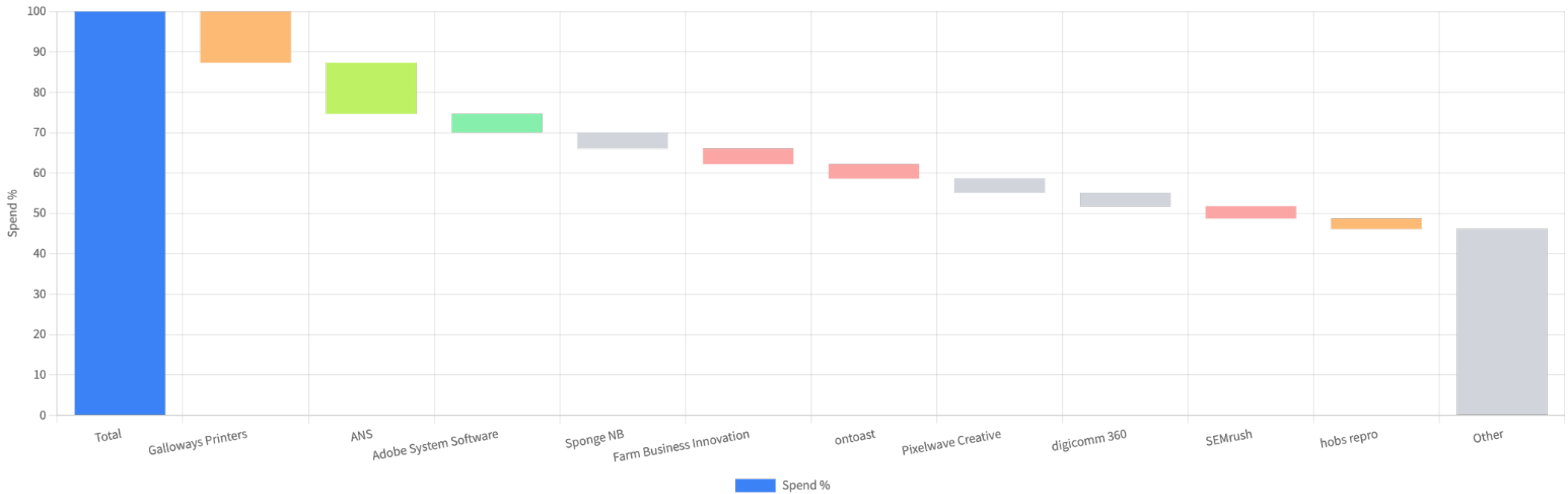
We have used publicly available data to report what competitors are doing to address their net zero agenda, and their carbon emissions.

Currently, it can be difficult to compare carbon emissions at face value because companies report varying levels of depth when it comes to their operational boundary.

We recommend that Think uses this report, the data within it, and the understanding from the process, to really understand what competitors are and are not reporting before drawing conclusions on the relative impacts.

For this reason, we also recommend total transparency when reporting your own carbon impact so when external organisations are looking at your reporting, they are provided with a clear explanation of what is and is not reported.

If no data is shown, then the competitor doesn't report its impact publicly.

You can explore this section in more detail here: https://vso.alectro.io/competitors

Direct Competitors Emissions Per Employee
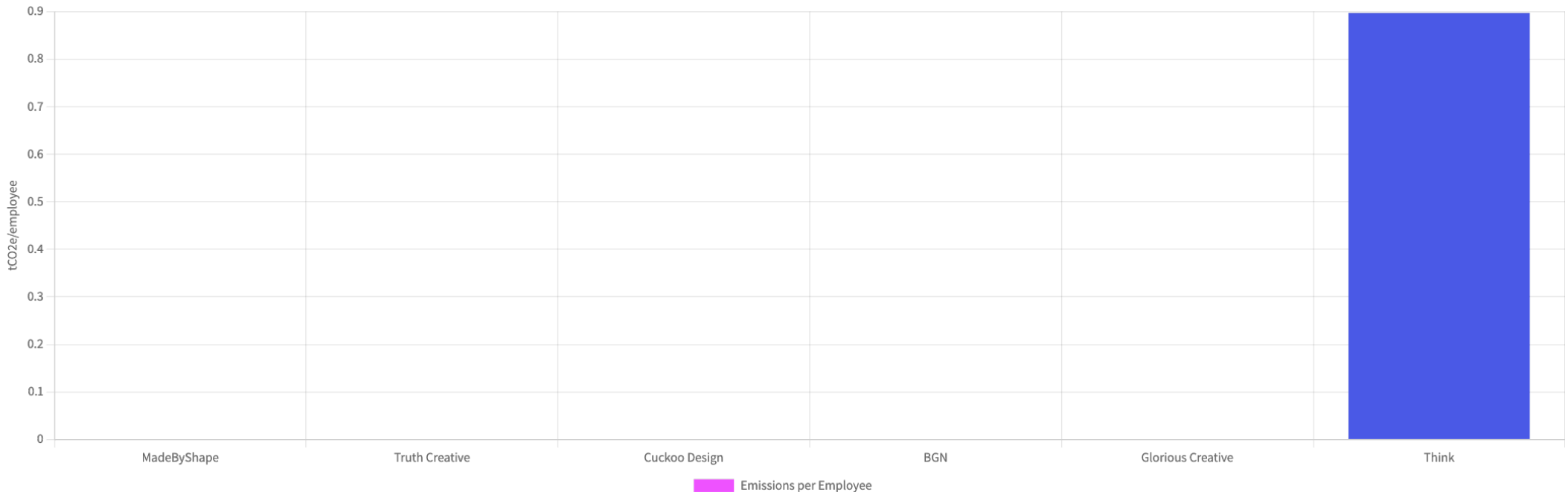
Frameworks /

Here you can find your emissions broken down by their GHG Protocol Scope. To explore these emissions in more detail, please visit
https://vso.alectro.io/overview/summary-by-scope

Emissions by Scope

Type	tCO2e	tCO2e/employee	%
Scope 1	1.44	0.18	20.05%
Scope 2	0.85	0.11	11.85%
Scope 3	4.89	0.61	68.10%
Total	**7.18**	**0.90**	**100%**

Monthly Emissions by Scope
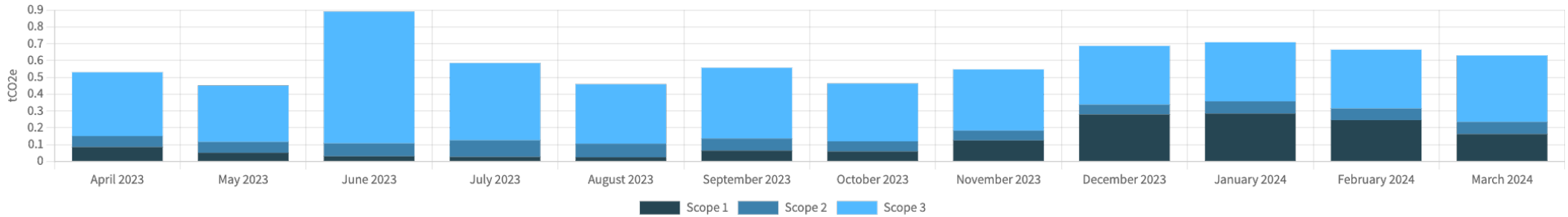
Here you can find your emissions broken down by their GHG Protocol Scope.

This allows you to quickly report emissions in line with the GHG Protocol. Scope 2 emissions take Market-Based emissions where possible, but fall back to Location-Based emissions where they don't exist.

To explore these emissions in more detail, please visit

https://vso.alectro.io/overview/summary-by-scope
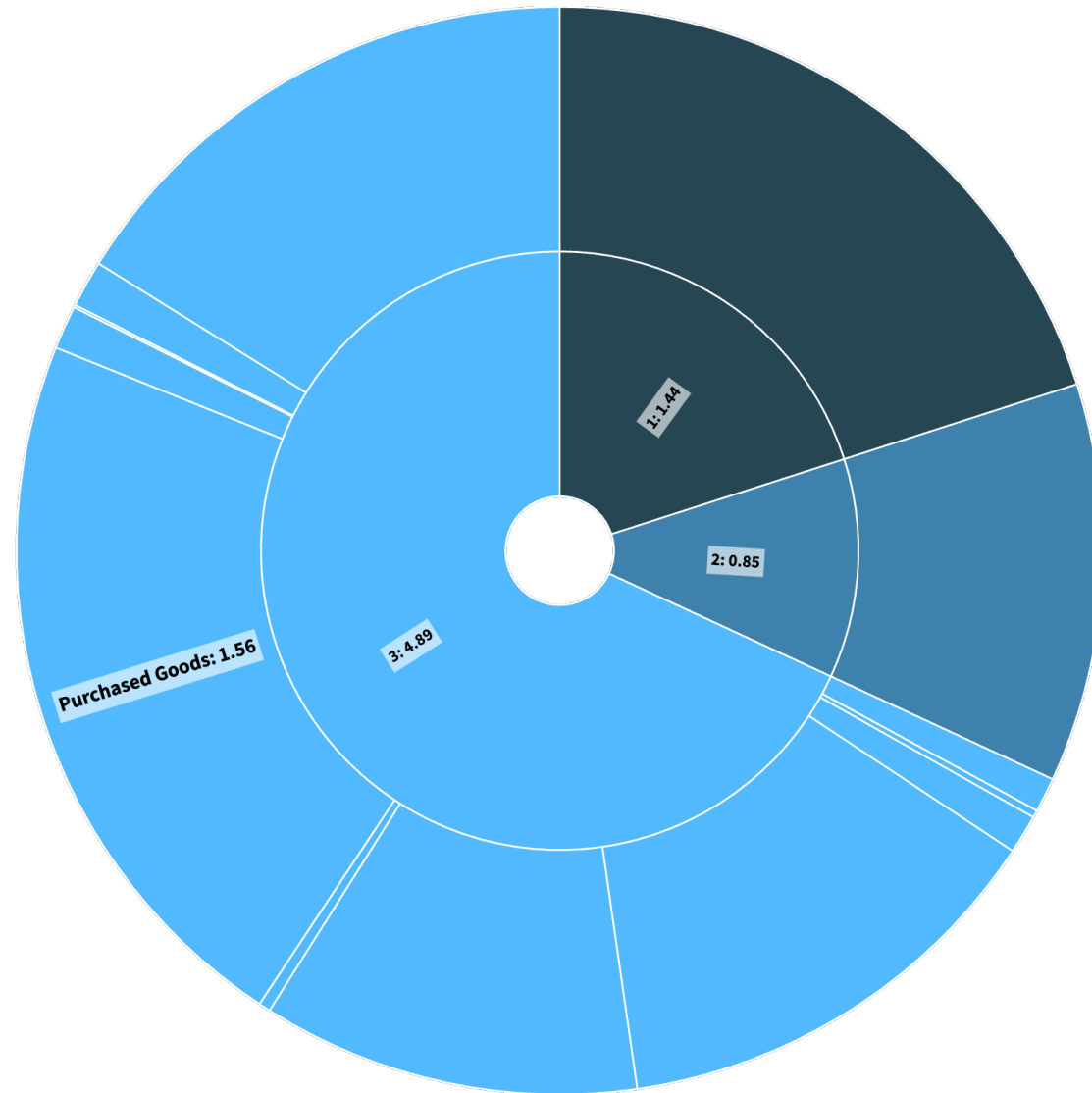
Scope	Type	Category	Company tCO2e	tco2e/Employee	% of total
1	Facilities	Heating	1.44	0.18	20.05%
1	Facilities	Refrigerant	0.00	0.00	0.00%
1	Transport	Company Vehicles	0.00	0.00	0.00%
2	Facilities	Purchased Electricity	0.85	0.11	11.85%
3	Facilities	Transmission and Distribution	0.07	0.01	1.03%
3	Facilities	Water Use	0.02	0.00	0.22%
3	Facilities	Working From Home	0.08	0.01	1.16%
3	Operations	Cloud Computing	0.96	0.12	13.41%
3	Operations	Food and Drink	0.81	0.10	11.25%
3	Operations	Material Use	0.03	0.00	0.35%
3	Operations	Purchased Goods	1.56	0.20	21.77%
3	Operations	Socials and Events	0.09	0.01	1.30%
3	Operations	Waste Generated	0.01	0.00	0.08%
3	Transport	Business Travel	0.10	0.01	1.39%
3	Transport	Employee Commute	1.16	0.14	16.14%

Index	Group	Category	tCO2e	tCO2e/Employee	% of total
1		Scope 1	1.44	0.18	20.06%
2		Scope 2	0.85	0.11	11.84%
3		Scope 3	4.89	0.61	68.11%
Total		**Total**	**7.18**	**0.90**	**100%**

Methodology /

Alectro: This analysis was conducted by Alectro Ltd, for any questions please get in touch with us by emailing hello@alectro.io

Think: This project was led by paul@thinkdesignagency.co.uk, maz@thinkdesignagency.co.uk

Reporting Period: 1 April 2023 - 31 March 2024

Report Generated: This report was generated on 17 October 2024

Organisational Boundaries: We will use the operational control approach to establish the organisational boundary of Think's carbon reporting. As defined by the GHG Protocol, this will include Operations where you have the full authority to introduce and implement operating policies. Under this approach, 100% of GHG emissions from all owned and leased facilities over which the Think has direct operational control are included.

Operational Boundaries: All GHG emissions associated with the organisational boundary are included and categorised as Scope 1 (direct), Scope 2 (required indirect), and Scope 3 (optional indirect) emissions.

Alectro believe that emission reporting should be conducted with the same importance as financial accounting and reporting. In line with the World Resource Institute (WRI) GHG Accounting and Reporting Principles, this analysis and report has been conducted to ensure that the information is a true and fair account of Think and its current situation. We therefore ensure our analysis and reporting is based on the following principles:

Relevance: We ensure the GHG inventory appropriately reflects the GHG emissions of the company and serves the decision-making needs of users – both internal and external to the company.

Completeness: We account for and report on all GHG emission sources and activities within the chosen inventory boundary, including disclosing and justifying any specific exclusions.

Consistency: We use consistent methodologies to allow for meaningful comparisons of emissions over time. We transparently document any changes to the data, inventory boundary, methods, or any other relevant factors in the time series.

Transparency: We address all relevant issues in a factual and coherent manner, based on a clear audit trail. We disclose any relevant assumptions and make appropriate references to the accounting and calculation methodologies and data sources used.

Accuracy: We ensure that the quantification of GHG emissions is systematically neither over nor under actual emissions, as far as can be judged, and that uncertainties are reduced as far as practicable. We achieve sufficient accuracy to enable users to make decisions with reasonable assurance as to the integrity of the reported information.

alectro
Your Virtual Sustainability Officer®

The Virtual Sustainability Officer® ecosystem

GHG Protocol

Direct Fuel	Refrigerants	Company Vehicles	**Scope 1**

Purchased Electricity and Heat	**Scope 2**

Water Use	T&D Losses	Waste Generated	
IT Equipment	Hotel Stays	Business Travel	
Food and Drink	Commute	Working-from-Home	**Scope 3**
Company Events	Cloud Computing	Courier & Postage	
Produced Goods	Purchased Goods		

Supply Chain	Competitors	Employee Engag.	**Tertiary**