

Common's Carbon Reduction Plan

Organisation: Common Collective

Publication / approval by directors date: 13th May 2022

Commitment to Net Zero

Common is committed to achieving net zero emissions by 2025.

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.

Baseline Year: 2021 (reporting period 1st January 2021 - 31st December 2022)

Additional Details relating to the Baseline Emissions calculations.

As an organisation our founding priority was a commitment to tackling inequality through the projects and partnerships we create. Tackling the climate crisis is the most pressing challenge of our time. Common is committed to creating a sustainable society; actively managing our operations in a way that balances our social, environmental and economic objectives.

Common is committed to having net zero emissions by 2025, and where possible reducing rather than offsetting our CO2 emissions. While we have been committed to reducing our carbon emissions since being founded in 2017. This is the first Carbon Reduction Plan we have published that includes our baseline emissions for 2021 and our plan for reducing our CO2 emissions. To calculate our emissions we followed the steps outlined by defra - first establishing which emissions to count, then collecting data and finally using emissions factors to calculate emissions.

Common has been a fully remote team since its founding in 2017 and we have therefore accounted for remote working arrangements on our emissions. As for most businesses, the arrival of the COVID-19 pandemic affected our business and meant that our already limited travel for business meetings and research was reduced significantly. We anticipate that we will retain many of these remote and sustainable practices going forward.

Baseline year emissions:	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	<p>0kg CO₂e.</p> <p>Scope 1 covers all direct emissions from the activities of an organisation or under their control. Including fuel combustion on site such as gas boilers, fleet vehicles and air-conditioning leaks.</p> <p>As a fully remote organisation Common does not operate any fuel combustion, we also do not own or operate any transportation, as a result our Scope 1 emissions are 0.</p> <p>We do not intend to have an office in future or any transportation and therefore expect our Scope 1 emissions to remain 0.</p>
Scope 2	<p>0kg CO₂e</p> <p>Scope 2 covers indirect emissions from electricity purchased and used by the organisation. Emissions are created during the production of the energy and eventually used by the organisation.</p> <p>As a fully remote team Common does not purchase any electricity and therefore our Scope 2 emissions are zero.</p>
Scope 3 (Included Sources)	<p>108.85kg CO₂e</p> <p>Scope 3 covers all other indirect emissions from Common’s business activities, occurring from sources that we do not own or control.</p> <p>Our Scope 3 emissions make up the largest proportion of our operational emissions. These comprise mostly of business travel, home working emissions and digital emissions (generated by online meetings, online focus groups/interviews and visits to our website). Our baseline calculations do not include emissions for our cloud services as the data is not available, we hope to include these in future).</p>

	<p>Upstream transportation and distribution: 0kg CO₂e</p> <p>We do not have any suppliers who deliver products to our business.</p> <p>Waste generated in operations: 0kg CO₂e</p> <p>We do not have any waste produced by our office building. Further we have a fully digital/paperless remote working policy so Common members do not generate waste in their homes.</p> <p>Employee commuting: 0kg CO₂e</p> <p>As a fully remote team we do not generate any emissions from employee commuting. As we do not intend to get an office we do not anticipate that this will change in future.</p> <p>Downstream transportation and distribution: 0kg CO₂e</p> <p>For a design and research agency these could result from suppliers distributing research materials or prototypes. To date we have not required any downstream transportation and distribution activities, we do not anticipate that this will change in future but will monitor in case it changes.</p> <p>Business travel: 70kg CO₂e</p> <p>Business travel is the largest contributor to our carbon emissions. While most of our research sessions are now conducted online, some projects still require travel to conduct ethnographies and interviews in context. Similarly, while most partner meetings are now conducted online we do sometimes meet face to face and travel for these meetings.</p> <p>We have calculated our business travel emissions based on miles travelled by different modes of transport based on expenses claimed and average emissions factors for each mode (eg train, underground, car).</p> <p>Where possible we will always choose the most sustainable mode of transport - walking or cycling first, followed by public transport and finally car where other options are not available or accessible.</p> <p>Home working emissions: 30.39kg CO₂e</p> <p>We have calculated our home working emissions by collecting some basic data from Common members (e.g. days worked for Common, whether they share their workspace with anyone else) and used emissions calculations for heating and lighting the average home in the UK and for powering a laptop.</p>
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	<p>We also asked whether members have a 100% emissions free tariff.</p> <p>Our emissions are significantly reduced by nearly half of Common members having zero emissions home energy/gas plans. We will continue to encourage members to switch to 100% carbon neutral plans where possible.</p> <p>Online meeting and website emissions: 8.08kg CO₂e</p> <p>Due to our remote working practices we committed to conducting an initial measurement of our online meeting emissions. We have used emissions per minute per participant and data we hold on the meetings conducted for the business. We will try to improve the accuracy of this data in future as more reliable measures of CO₂e for online meetings become available.</p> <p>We used the website carbon calculator to measure our website emissions and estimate that it generates 0.26kg CO₂e per year. Our website is hosted on renewable energy and estimated to be cleaner than 77% of web pages tested.</p>
<p>Total Emissions</p>	<p>108.85kg CO₂e</p>

Emissions reduction targets

As outlined above, our scope 1 and 2 carbon footprint is zero and so, we are unable to set any further targets. Further we do not anticipate that this will change in future.

For our scope 3 emissions, our targets are to reduce in line with the SBTI 1.5°C targets. This means a reduction of 21% from the 2021 baseline by 2025, although we hope to achieve this sooner. Where possible we will do this through reduction of emissions rather than carbon offsetting. Where necessary we are committed to buying verified ‘mitigation’ offsets for the remaining footprint as required by the Net Zero corporate standard.

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

Carbon Reduction Projects

The CO₂e calculations outlined in this Carbon Reduction Plan represents Common's first formal assessment of our baseline footprint. We are committed to updating our Carbon Reduction Plan on an annual basis in order to help us monitor and transparently share the progress we are making against our goals.

We have reaffirmed our commitment to sustainability to Common members by sharing and reiterating our Sustainability and Carbon Reduction Policies that include:

- No office / no commute
- Paperless / waste free business
- Reduced travel for business except where absolutely necessary

Some of the projects we are undertaking include:

- Business transport: we will continue to avoid all unnecessary travel and choose walking and cycling over public transport and public transport over cars where possible.
- Remote working: we will encourage members to switch to 100% renewable energy / carbon neutral energy and gas plans wherever possible. Although we recognise that this will be challenging due to the current market landscape we will encourage staff to speak to their energy supplier and switch where feasible.
- Digital footprint: we are committed to reducing our carbon footprint from digital activities. As well as finding more reliable ways to measure our digital emissions footprint we will implement a number of changes to our practices:
 - Switch to Google Meet over Zoom for team meetings due to its use of renewable energy and commitment to sustainability
 - Switch off our cameras except where necessary which can reduce emissions by as much as 95% per meeting
 - Measure and explore ways to reduce our cloud computing footprint
- We will prioritise carbon reduction at every step, where emissions cannot be eliminated we will offset our business emissions.

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^[1]

and uses the appropriate Government emission conversion factors for greenhouse gas company reporting^[2].

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^[3].

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

Signed on behalf of Common Collective



Katherine Jennings, Director

Date: 13th May 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>