



Contented Carbon Reduction Plan 2023

Baseline Carbon Data

Contented’s carbon data for the year 01/04/2022 – 31/03/2023 is 3.221 tonnes per year.

This is calculated for Scopes 1, 2 and 3 as follows:

Scope	Calculation	Methodology	Total (CO ₂ tonnes/per year)
1 – energy produced	-	N/A	0
2 – energy consumed	0.855	4 staff x ½ home energy bills	0.855
3 – everything else	1.38 0.807 0.0092 0.17	Business travel – car mileage Business travel – rail/bus mileage IT and website Purchased goods/services	2.366
			3.221

This is a relatively low emissions due to the home working nature of our business and our ability to undertake most client work online and via cloud computing. We already actively minimise our business travel and where possible, use public transport options.

Carbon Reduction Plan

Contented will commit to the following steps to further reduce our carbon emissions:

1. Continue to update our carbon calculations as we gather further data and information. This will include data on our Associate Network. We recognise that this will likely increase our carbon footprint for the following year, but it is important to have a clear impact picture of activities.
2. Consider options for zero-carbon and low-carbon cloud hosting.
3. Encourage the use of green energy suppliers for our home-working team and Associate Network. Monitor the switch to renewable energy by energy suppliers.
4. Implement recommendations of website audit, including hiding non-essential pages from search engines and bots and minimising image sizes.

5. Consider opportunities for increasing group conference calls (ie. those with a lower carbon footprint when compared to 1:1 calls). Consider other options for 1:1 calls where possible, eg. WhatsApp – explore carbon footprint of these communication methods.
6. Develop Carbon Management Strategy to ensure growth of company activities does not increase our carbon footprint.
7. Develop a Travel Policy, applicable to core team and Associate Network during client contracts.
8. Support Associate Network to commit to net-zero emissions for their own work, including work directly for Contented and separately from us.

Additional Sustainability Considerations

Contented works hard to ensure we deliver multiple ambitions under the UN's Sustainable Development Goals. We believe that this approach helps guide our business, as we support others to transform theirs. Within this additional work, we will ensure that the following becomes part of an integrated Sustainability Strategy.

1. Gain the Responsible Business Accreditation.
2. Map external efforts through the Associate Network towards the UN SDGs, with a particular focus on Social Value during year one.

Contented will update this plan annually, publish progress against our Carbon Reduction Plan, including incorporating this into our wider Sustainability Strategy. All targets and ambitions will be aligned to the Paris Agreement, ensuring we are taking the necessary steps to keep global temperature increases to 1.5°C, for a thriving future for everyone.

This report is agreed by Gerard Davies, CEO on 1st November 2023.