

Carbon Reduction Policy



Introduction:

This Carbon Reduction Plan outlines the strategies, actions, and metrics Ant Marketing Limited will use to reduce carbon emissions across our contact centre operations.

Ant Marketing Limited is committed to aligning with the government's target of achieving net-zero emissions by 2035, while also contributing to the UK's broader climate objectives. The plan includes short-, medium-, and long-term measures, ensuring both operational efficiency and sustainability.

Our contact centre operates in line with best practices for energy management, waste reduction, and emissions monitoring, and we seek to collaborate with our clients in reducing the overall environmental impact of the services provided.

Purpose:

This carbon reduction plan is a clear strategy aimed at reducing the amount of carbon dioxide (CO₂) and other greenhouse gases (GHGs) emitted into the atmosphere

Scope:

This carbon reduction plan outlines the strategies and actions an organization, community, or government intends to implement in order to reduce its carbon emissions and mitigate climate change.

Policy:

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Review and Maintenance:

This document is reviewed annually by the Compliance Department to ensure its effectiveness and compliance with relevant standards and regulations.

Definitions:

The Company: Any mention of "the Company" within this policy refers to the following entities collectively: Ant Marketing Ltd, Market Makers Limited, and Ant Protect Ltd.



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Company Overview and Carbon Footprint Baseline

1.1. Company Profile

Ant Marketing Limited contact centre operations provide omni channel services, primarily focusing on customer support, technical help desks, and other business-critical functions. We are based in three sites Sheffield, employing over 500 agents and utilizing a mix of on-premises and cloud-based systems for service delivery.

1.2. Carbon Footprint Baseline

We have conducted a detailed carbon audit of our operations and identified the following key sources of carbon emissions:

- **Energy Usage:** Electricity consumption from server rooms, lighting, heating, and cooling systems.
- **Employee Commuting:** Travel emissions from staff commuting to the office.
- **IT and Telecom Equipment:** Energy consumption from servers, workstations, network infrastructure, and telecommunications equipment.
- **Waste Disposal:** Emissions linked to the disposal of office waste and e-waste.

Ant Marketing Limited have calculated our annual carbon emissions at 725.407 metric tons of CO₂e, which will serve as the baseline for future reduction,



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2. Carbon Reduction Targets

2.1. Short-Term (1–2 years)

- Reduce direct emissions (Scope 1 and 2) by 20%.
- Achieve a 15% reduction in electricity consumption per agent by implementing energy-efficient technologies and optimizing office space use.
- Introduce low-carbon commuting options for employees, including incentives for cycling, carpooling, and use of public transport.
- Achieve 30% paper reduction in our contact centre operations by moving towards a paperless environment and digitizing all documents.

2.2. Medium-Term (3–5 years)

- Transition to 100% renewable electricity sources for all offices and data centres.
- Reduce Scope 3 emissions (indirect emissions) by 10%, primarily focusing on procurement and supply chain practices, ensuring that our suppliers and service partners are aligned with our carbon reduction goals.
- Establish a Green IT policy to reduce energy consumption from servers and workstations, focusing on energy-efficient hardware and optimizing server utilization.

2.3. Long-Term (6–10 years)

- Achieve Net-Zero Carbon emissions by 2035 across all operations, including energy, travel, and supply chain emissions.
- Carbon offset strategy: Invest in projects that neutralize emissions from hard-to-reduce areas, such as employee travel and certain procurement activities.



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3. Carbon Reduction Initiatives

3.1. Energy Efficiency and Renewable Energy

- **Office Energy Management:** Ant Marketing will continue to introduce smart building technologies and energy-efficient systems such as LED lighting, motion-sensor lighting, and energy-efficient HVAC systems.
- **Energy Audits:** Conduct regular energy audits to identify and implement improvements, ensuring that any excess energy consumption is addressed.
- **Renewable Energy Procurement:** Partner with certified green energy suppliers to transition to renewable energy sources (e.g., wind, solar) for all offices and data centres.

3.2. Sustainable Travel

- **Encourage Remote Working:** Ant Marketing will continue to invest in remote working technology and flexible work policies, reducing the need for commuting.
- **Electric Vehicle (EV) Fleet and Charging:** Transition to an electric vehicle fleet for any company-owned vehicles and install EV charging stations at key office locations.
- **Incentives for Green Travel:** Introduce a travel benefits program that rewards employees for using sustainable transport options (e.g., public transport, cycling, walking).
- **Commuting Carpool Scheme:** Implement a carpooling program with an app or platform to facilitate shared rides among employees.



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3.3. Waste and Resource Management

- **Reduce, Reuse, Recycle:** Ant Marketing will implement a zero-waste policy across all our operations, ensuring that all materials (paper, plastics, e-waste) are properly segregated and recycled.
- **Sustainable Procurement:** Ensure that the products and services we purchase (e.g., office supplies, IT hardware) are sourced from sustainable suppliers, ideally those with a demonstrated commitment to carbon reduction and sustainability.
- **E-Waste Management:** Establish a circular economy approach for IT and telecom equipment, ensuring proper recycling and disposal of end-of-life devices.

3.4. Green IT and Digital Transformation

- **Energy-Efficient IT Infrastructure:** Move to energy-efficient servers and cloud-based solutions, opt for energy-efficient processors and implement server virtualization to optimize resource utilization.
- **Telecom Efficiency:** Optimize telecom and customer support software to ensure efficient use of bandwidth and energy. Ant Marketing will also consider using virtual agents (AI-based chatbots) to reduce reliance on live agents for certain tasks.
- **Software Optimization:** Ensure that software tools and systems are optimized to run with minimal energy consumption, including promoting the use of open-source solutions where feasible.



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3.5. Employee Engagement and Training

- **Carbon Literacy Training:** Offer regular training for employees on the importance of carbon reduction and their role in achieving our goals.
- **Employee Carbon Reduction Challenges:** Introduce internal campaigns, competitions, or challenges to engage employees in reducing their carbon footprint, such as tracking commuting habits or reducing waste.
- **Sustainability Champion:** Designate a sustainability officer or team responsible for driving the carbon reduction agenda across the company.

4. Carbon Monitoring, Reporting, and Verification

4.1. Carbon Tracking and Reporting

- Ant Marketing will implement a carbon tracking system to monitor and report emissions across all categories (Scope 1, Scope 2, and Scope 3) on an annual basis.
- Annual carbon audits will be conducted to assess progress against reduction targets and identify areas for improvement.
- Carbon reduction data will be shared with clients as part of an ongoing commitment to transparency and accountability.

4.2. Verification

- Ant Marketing will engage an independent third-party to verify our carbon emissions and ensure that the reported reductions are accurate and aligned with industry best practices.
- Ant Marketing will seek to achieve certification under recognized standards such as ISO 14001 (Environmental Management) and ISO 50001 (Energy Management).



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5. Collaboration with Partners

- **Sustainable Partnerships:** Ant Marketing will work closely with government clients to align our carbon reduction efforts with their sustainability goals, offering tailored solutions that help them meet their environmental targets.
- **Reporting Compliance:** Ant Marketing will comply with all relevant UK sustainability policies and reporting requirements, ensuring that we provide the necessary data to support carbon reduction goals.

Conclusion

Our carbon reduction strategy is designed to ensure that we meet both our immediate and long-term sustainability goals while providing a high level of service to our partners. By adopting a comprehensive approach to energy use, travel, waste management, and green IT, we are committed to making significant progress toward achieving net-zero emissions by 2035.

We look forward to working alongside our partners to contribute to the UK's carbon neutrality targets and demonstrate our leadership in sustainable business practices.



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GHG Emissions Reporting

Ant Marketing Limited

Primary Contact Person:

Name: John Robinson

Role/Position: Commercial Director

Reporting Period (Financial Year 2023-24)

Independently calculated by

Emissions Overview

Provide an overview of the emissions your organisation is reporting, broken down into Scope 1, Scope 2, and Scope 3 emissions.

Total Emissions (tCO2e):

Scope 1 Emissions: 7.155

Scope 2 Emissions: 82.702

Scope 3 Emissions: 625.55

Scope 1 – Direct Emissions (from owned or controlled sources)

Scope 1 includes direct GHG emissions from company-owned or controlled sources (e.g., fuel combustion, company vehicles, on-site energy generation).

Source Category	Emissions (tCO2e)	Details
Fuel Combustion (e.g., gas, diesel, heating)	7.155	39064 KWH (Gas Consumption)
Total Scope 1 Emissions	7.155	



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Scope 2 – Indirect Emissions (from the consumption of purchased electricity, steam, heating, and cooling)

Scope 2 includes emissions from the generation of purchased electricity consumed by the company. This category can be reported as either location-based or market-based, depending on the accounting method chosen.

Source Category	Emissions (tCO2e)	Details
Purchased Electricity	82.702	Electricity Consumption 531211 KWH Calculated emissions factor 451529 KWH
Total Scope 2 Emissions	82.702	

Scope 3 – Other Indirect Emissions

Scope 3 includes all other indirect emissions, such as those from business travel, waste disposal, supply chain, employee commuting, and product lifecycle. Scope 3 can be subdivided into various categories.

Category	Emissions (tCO2e)	Details
Upstream Transportation and Distribution	427.202	*Purchased goods and services calculated based on known distances through road transport.
Business Travel	8.115	*Business Mileage entered into the following calculation factor 0.27050gCO ₂
Employee Commuting	32.292	*Entered into the following calculation factor 0.192gCO ₂
Homeworking	102.537	*Homeworking calculated using 0.33378 kg for an average calculated FTE
Waste Generated in Operations	12.501	*General Waste calculated using factor 6.41061
Downstream Transportation and Distribution	42.72	*Movement of limited client fulfilment calculated based on known distances through road transport.
Water Supply	0.0871	Usage meters* factor/1000
Water Treatment	0.0984	Usage meters* factor/1000
Total Scope 3 Emissions	625.5525	Total Scope 3 Emissions



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Emissions Reduction Initiatives

By reduction initiatives outline in the document Ant Marketing will look to implement reduction across all scopes, aiming for a reduction annually of 10% across tCO2e categories to period ending April 2025.

Conclusion and Future Plans

Summarise the company's emissions profile and commitments for future emissions reduction.

Total Emissions for Reporting Period:

715.407 tCO2e

Future Emissions Reduction Targets April 2025:

71.407

Sign-off

Signed by John Robinson

Position: Commercial Director

Date: 5th November 2024

Notes:

- tCO2e (tonnes of CO2 equivalent):** This unit represents the total greenhouse gas emissions, aggregated and expressed in terms of the global warming potential of carbon dioxide.
- Emissions Factors:** For each emission source, use the most accurate and up-to-date emissions factors (e.g., DEFRA/BEIS guidelines for the UK) to calculate emissions.
- Scope 3 Categories:** Scope 3 emissions are the most challenging to quantify and require careful consideration of the company's full value chain. Be sure to use relevant data and assumptions to estimate emissions across different categories.

This template provides a detailed and structured approach to emissions reporting, which will help demonstrate your company's sustainability efforts and align with the UK government



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procurement requirements. If your organisation has access to specific carbon reporting or sustainability software tools, these can also assist in automating and streamlining the calculation and reporting process.



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