Carbon Reduction Plan

Sept 2022

Supplier name: Behavioural Insights Limited

Publication date: 21/09/22

Commitment to achieving Net Zero

Behavioural Insights Limited, trading as The Behavioural Insights Team ("BIT"), is committed to achieving Net Zero emissions by 2045. In addition to BIT's commitment to Net Zero, BIT has also targeted a reduction in carbon emissions of 10% by FY25/26, from its baseline FY19/20.

BIT is also committed to mitigating the impacts of climate change through its work. BIT's Energy, Environment and Sustainability team work with policy makers, NGOs and private partners to promote energy and water conservation, support sustainable lifestyle choices, protect biodiversity, and encourage clean growth and green business practices. BIT regularly produces thought leadership on Net Zero Strategy and related environmental challenges.

Where possible, BIT makes efforts to conserve energy and reduce waste in its offices as well as supporting its staff to make sustainable choices. BIT is a relatively small company (<250 people) with a growing headcount and therefore there are limits to the carbon reduction commitments that are feasible.

Alongside a commitment to reduce its carbon emissions, BIT has committed to compensate for all of its ongoing carbon emissions, including those from travel, through investing in carbon-reduction projects. This commitment applies from 1st August 2021 onwards.

Whilst offsetting carbon is an important step in mitigating the impacts of emissions, it is not a substitute for reducing carbon emissions. BIT is therefore committed to reaching Net Zero in addition to carbon neutrality, rather than reaching Net Zero through offsets alone.

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: FY19/20	
Additional Details relating to the Baseline Emissions calculations.	
BIT has chosen the Financial Year 2019/2020 as its Baseline Emissions period.	
Baseline year emissions: 1st April 2019 to 31st March 2020	
EMISSIONS	**TOTAL (tCO$_2$e)**
Scope 1	As a research organisation, BIT does not have any significant Scope 1 energy usage or emissions. **Total = 0 tCO$_2$e**
Scope 2	To calculate its Scope 2 emissions, BIT has taken the total electricity usage figures from its office in London and added an estimate of the energy usage for staff in its office in Manchester, which has a number of workstations within a serviced office. Emissions were then calculated using the GHG Protocol tool. **Total = 12 tCO$_2$e**
Scope 3 **(Included Sources)**	Business Travel: BIT has used the GHG Protocol tool to calculate its carbon emissions from business travel, including flights, trains, taxis and public transport, based on km travelled. **Business Travel = 290.687tCO$_2$e** Waste generated in operations: BIT has estimated the emissions incurred from the waste generated in its offices in London and Manchester using the GHG Protocol Tool. **Waste generated in operations = 0.122tCO$_2$e** Downstream transportation and distribution: As a research organisation, BIT does not have any significant downstream transportation or distribution energy usage or emissions. Upstream transportation and distribution: BIT has a number of suppliers who provide products and services to its business and at present BIT does not have data on their emissions. Employee commuting: At present BIT does not collect data for employee commuting. **Total = 290.809 tCO$_2$e**
Total Emissions	**302.8 tCO$_2$e**

Current Emissions Reporting

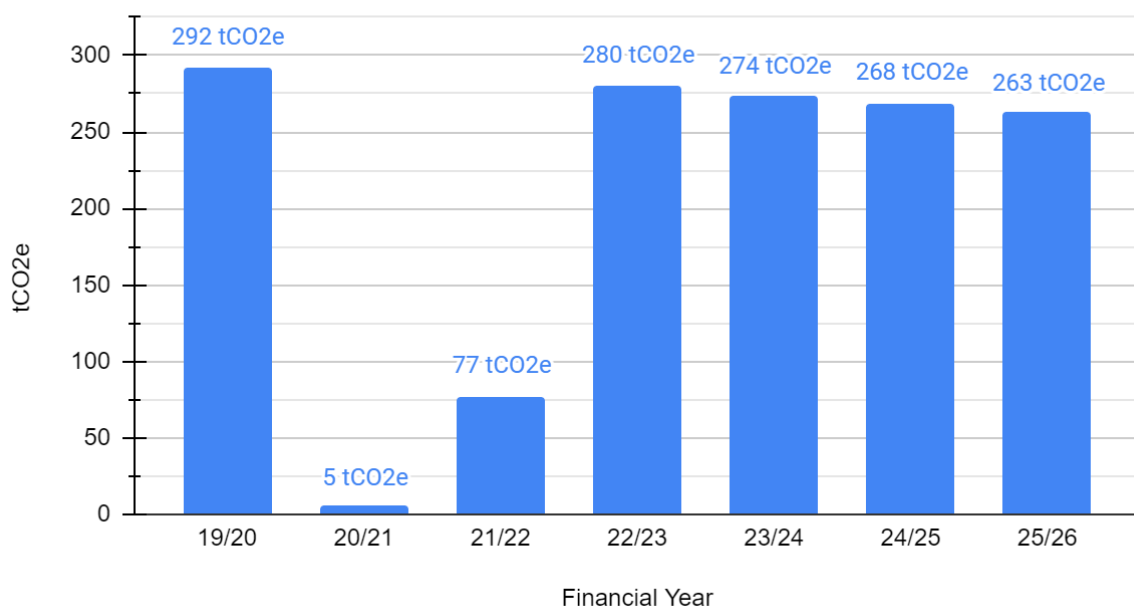|	
Reporting Year: FY21/22	
Current year emissions: 1st April 2021 to 31st March 2022	
EMISSIONS	**TOTAL 32.52 (tCO_2e) in the UK**
Scope 1	As a research organisation, BIT does not have any significant Scope 1 energy usage or emissions. **Total = 0 tCO_2e**
Scope 2	To calculate its Scope 2 emissions, BIT has taken the total electricity usage figures from its office in London and added an estimate of the energy usage for staff in its office in Manchester, which has a number of workstations within a serviced office. Emissions were then calculated using the GHG Protocol tool. **Total = 17.9 tCO_2e**
Scope 3 **(Included Sources)**	Business Travel: BIT has used the GHG Protocol tool to calculate its carbon emissions from business travel, including flights, trains, taxis and public transport, based on km travelled. **Business Travel = 14.57 tCO_2e** Waste generated in operations: BIT has estimated the emissions incurred from the waste generated in its offices in London and Manchester using the GHG Protocol Tool. **Waste generated in operations = 0.055tCO_2e** Downstream transportation and distribution: As a research organisation, BIT does not have any significant downstream transportation or distribution energy usage or emissions. Upstream transportation and distribution: BIT has a number of suppliers who provide products and services to its business and at present BIT does not have data on their emissions. Employee commuting: At present BIT does not collect data for employee commuting. **Total = 14.62 tCO_2e**
Total Emissions	**32.52 tCO_2e**

Emissions reduction targets

In order to continue its progress to achieving Net Zero, BIT has adopted the following carbon reduction targets.

BIT projects that its carbon emissions will increase significantly in FY21/22 and FY22/23 following an end to the restrictions in place as a result of the COVID-19 pandemic, before decreasing over the following three years to 263tCO$_2$e by FY25/26. This is a reduction from its baseline year (FY19/20) of 10%.

Progress against these targets can be seen in the graph below:

Emissions Reduction Targets

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the FY19/20 baseline.

Carbon Offsetting

Since 1st August 2021, BIT has committed to compensate for all of its ongoing carbon emissions, including those from travel, through investing in carbon-reduction projects.
The two organisations BIT has chosen are:

- ACES, which protects blue carbon ecosystems in Southern Kenya
- Tradewater, which identifies and destroys refrigerants

These providers were chosen based on two criteria:

1. Good evidence of impact (additionality)
2. Evidence of "co-benefits" – benefits to the environment and/or local community above and beyond the reduction in CO2e.

Other measures

Conserving resources and reducing of waste

BIT is committed to using energy and water efficiently and reducing the amount of waste sent to landfill sites. This is put into practice by:
● Using energy efficient and motion-sensor lighting where possible;
● Supporting and empowering staff to be energy conscious, using behavioural interventions to encourage switching off equipment when not needed and minimising water use by, for example, the use of eco wash settings for dishwashers and washing machines;
● Ensuring all refrigeration and air-conditioning units are properly maintained and regularly serviced;
● Recycling and using recycled products where possible;
● Encouraging staff to minimise the use of single-use plastics and requesting suppliers not to use single-use plastics where possible;
● Operating a 'digital by default' office, including external communications; and
● Setting photocopiers and printers to double-sided and black and white printing by default.

Supporting sustainable choices

BIT is committed to supporting and enabling staff to make sustainable choices.
This is put into practice by:
● Encouraging staff to use public transport, cycle or walk wherever possible;
● Offering and encouraging use of the Cycle to Work Scheme and having cycle storage and changing facilities at the office;
● Encouraging staff to work remotely where business need does not require them to be in the office; and
● Offering staff vegetarian or vegan options for staff lunches and work events.

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 BIT's Leadership Team.

Signed on behalf of the Supplier:

Ian West, Finance Director

Date: 29/09/22

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[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