



Carbon Reduction Plan

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Supplier Name: Uncommon Creative Studio London (UCS)

Commitment to achieving Net Zero

Uncommon Creative Studio London is committed to achieving Net Zero emissions by 2040.

Interim Target

50% reduction of Scope, 1, 2 & 3 emissions by 2030.

Race to Zero Committed

By committing to reduce emissions through the SME Climate Hub, UCS has been counted in the UN Climate Change High-Level Champion's Race to Zero campaign. They therefore partner with thousands of businesses and governments globally to reach net zero emissions by 2050.

PLANET A



Introduction



Carbon Accounting System

UCS has chosen to use a Government-aligned tool, Climate Essentials (CE), as their carbon accounting software. CE includes sector-specific accounting for the creative industries. Emissions will be measured annually through the tool and disclosed publicly through this (updated) CRP.

Methodology

For carbon emissions and conversion factors, CE refers to the Department of Business, Energy, and Industrial Strategy (BEIS) Greenhouse Gas Conversion Factors, which are updated annually. Other conversion factors are also used in cases where they are not provided within the BEIS guidance. Climate Essentials updates the most recently available factors once a year. When needed, CE uses external sources of carbon factors from well-renowned organisations or peer-reviewed papers. For expenditure-based Scope 3 emissions, CE uses the latest dataset based on the Standard Industrial Classification (SIC) codes published by the DEFRA and the UK government.

Scopes

According to the GHG protocol, carbon emissions emitted by organisations and their value chain can be categorised into Scope 1, Scope 2, and Scope 3.

- Scope 1 — Scope 1 emissions are direct greenhouse (GHG) emissions that occur from sources that are controlled or owned by an organisation (e.g., emissions associated with fuel combustion in boilers, furnaces, and vehicles).
- Scope 2 — Scope 2 emissions are indirect GHG emissions associated with the purchase of electricity, steam, heat, or cooling. Although Scope 2 emissions physically occur at the facility where they are generated, they are accounted for in an organisation's GHG inventory because they are a result of the organisation's energy use.
- Scope 3 — Scope 3 emissions are the result of activities from assets not owned or controlled by the reporting organisation, but that the organisation indirectly impacts in its value chain. Scope 3 emissions include all sources not within an organisation's Scope 1 and 2 boundaries.

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: 2022 1 Jan 2022 to 31 Dec 2022	
Additional Details relating to the Baseline Emissions calculations.	
This is the first year UCS measured their GHG Emissions and it is an accurate reflection of their business model, therefore it is the baseline year that has been set.	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0.033
Scope 2	0.00
Scope 3 Included Sources: <ul style="list-style-type: none">• Purchased goods and services• Capital Goods• Waste generated in operations• Business travel & hotel stays• Employee commuting• Employee homeworking• Upstream Leased assets	543.923
Total Emissions	554 tCO₂e

This is equal to:

1594
 round trips from
London to Barcelona

121
 petrol cars driven for 1
year

69
 homes powered for 1
year

Intensity Emissions

Intensity emissions help organisations understand emission reduction regardless of company growth. These can be compared annually to track progress against targets.

INTENSITY TYPE	2022	2023	2024
Employee Intensity Emissions tCO2e / FTE	4.5 tCO2e	2.8 tCO2e	

Annual Emission Footprints by Category

	2022 (baseline)	2023	2024
Total tCO2e	543.96	505.16	1,354.04
Energy tCO2e	93.65	5.06	2.74
Transport tCO2e	146.45	182.11	*575.12
Products & Services tCO2e	303.22	311.36	**768.89
Waste tCO2e	0.64	6.61	7.29

*Note: As UCS becomes more Global (offices in London, NYC & Stockholm) travel between countries has increased dramatically.

**Note: In 2024 UCS moved to a new larger studio, this has meant that 309.7 tCO2e are estimated from 'Construction Services' - this will be minimised in following years.

Emission Reduction Targets

The SME Climate Commitment

Recognising that climate change poses a threat to the economy, nature and society at large, UCS London commits to take action immediately to:

- Halve our greenhouse gas emissions before 2030

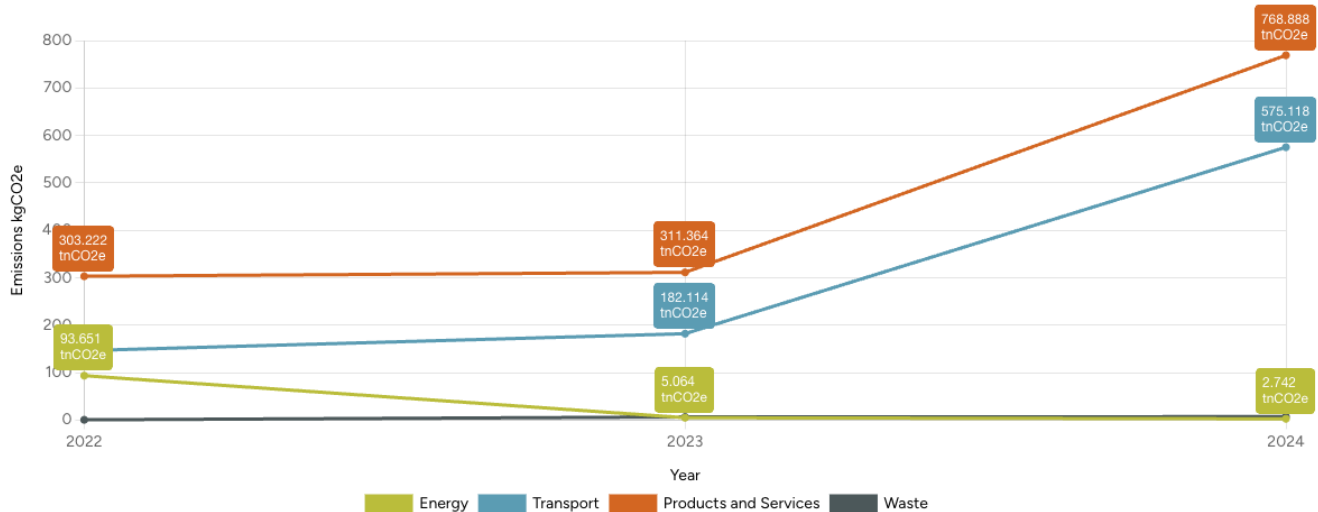
- Achieve net zero emissions before 2050
- Disclose our progress yearly

Through Climate Essentials and the SME Climate Hub UCS London have set the following targets towards net zero.

Target: Reduce at least 90% of emissions of Scope 1, Scope 2 and Scope 3 emissions by 2040. Target Emissions by 2040: 45.4 tCO₂e

Interim Target: Reduce 50% of emissions of Scope 1, Scope 2 and Scope 3 emissions by 2030. Target Emissions: 277 tCO₂e

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



Completed Carbon Reduction Projects

The following environmental management measures and projects have been completed or implemented previous to the 2022 baseline. Therefore, the carbon emission reductions achieved by these schemes cannot be quantified but measures will be in effect when performing the service.

2022

Energy

UCS uses 100% renewable energy certified by the Carbon Trust and GHG Protocol

through provider [Smartest Energy.](#) Through using 100% renewable energy Uncommon has reduced their scope 2 energy by over 95%, eliminating 1023 tCO₂e

Transport

UCS has a cycle-to-work scheme to increase the number of people commuting by bicycle.

Products & Services

UCS tech partner has a 0% landfill policy and donates/recycles all tech after use, UCS ensures all tech is circulated before donating. UCS uses Google Cloud for all data hosting - Google Cloud is run on 100% renewable backed energy, as a 'green provider' this has saved 9,389 kgCO₂e.

Waste

UCS uses B Corp Waste Supplier First Mile to send zero waste to landfill. Through their tech partner, all WEE is donated and recycled at the end of use.

2023 & 2024

Energy

UCS continues to procure 100% renewable energy in their London studio. Although the size of the team has grown, UCS 'new studio has brought energy usage down.

Transport

UCS uses Gett and Addison Lee who are both moving towards zero emission fleets. UCS more accurately measures the CO₂ of flights and hotels through a travel partner.

Environmental Governance

UCS has been partnering with a third-party sustainability consultancy since 2023 to take action against their net zero goals in both their operations and productions.

Carbon Reduction Plan

Future carbon reduction initiatives

Energy

Continue to ensure:

1. All studios are run on 100% renewable energy
2. All studios have a high energy efficiency rating and efficient appliances
3. Lighting is LED and censored where possible

Additional energy reduction practices to look out for include:

1. Natural air filters to improve air quality and reduce the use of refrigerants
2. Use R32 AC refrigerant rather than R410A (see more detail below)
3. Efficient and regular energy measurement to understand usage

Travel & Transport

To reduce travel emissions by 50% by 2030 Uncommon should take action to:

Emission Factor	Action
Business Flights	Create a low-carbon travel strategy with input and sign off from the leadership team to tackle flight emissions.
Cabs	Continue to work with cab suppliers who are moving towards an all electric fleet.
Couriers	To improve the accuracy of data, work with couriers to track the mileage per vehicle type or to track 'known emissions' of trips.

Products & Services

To reduce emissions towards net zero, USC will tackle their most significant impacts.

% of Baseline	Emission Factor	Action
8%	Electronic Equipment	Continue to work with a responsible tech partner to improve and track technology circularity principles.
13%	Employee Food & Drink	Procure 50% plant-based and veggie meals where possible.
13%	Home Working	Encourage employees to switch to a 100% renewable energy tariff & track this data.
10%	Services Employed	Engage with suppliers through a supplier letter encouraging them to take climate action and switch to renewable energy. Track the progress of suppliers annually
12%	Events	Implement the Sustainable Event Plan to: <ul style="list-style-type: none"> - Promoting walking, cycling and public transport - Choosing venues on 100% renewable energy - Choosing plant based/veggie catering

Na	AC Units	Consider the impacts of AC refrigerants - R410A is the most common and emits the most CO2 whereas R32 emits less, is easier to recycle and has lower operating and maintenance costs.
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Waste

Food waste releases methane which is 80x more impactful than CO2 - Add food composting to your First Mile Services, to reduce the amount of waste sent to incineration and reduce emissions.

Stakeholder Engagement

UCS London should educate and engage their stakeholders on taking ambitious climate action alongside global net zero goals. This should include the social and environmental impacts of AI and the opportunity to use creativity as a force for good.

Biodiversity & Nature

World Wildlife Fund reports that 'Worldwide, 73% of our wildlife populations have been lost since 1970. In some areas, there has been a shocking 95% decline.' To move beyond the language of sustainability, UCS should educate and engage stakeholders on the climate *and* biodiversity crisis. Technology is heavily dependent on natural resources (fossil fuels and rare minerals) which have the potential to harm nature therefore climate and biodiversity impacts, risks and opportunities should be considered.

In 2022 the Kunming-Montreal Global Biodiversity Framework (GBF) was signed by nearly 200 parties at COP15 to halt and reverse biodiversity loss by 2030. Businesses can align with these goals by creating a biodiversity strategy using the [It's Now For Nature Handbook](#) or by restoring and protecting their local spaces e.g. parks, gardens, rooftops, or community gardens in collaboration with councils and environmental NGOs. Being in nature can improve your mental and physical health in many ways, from reducing stress and anxiety to improving concentration and mindfulness. It's up to businesses to invest in nature on a local and global level. For businesses wanting to invest an equivalent of their footprint in nature (traditionally called carbon offsetting to become carbon neutral) we suggest trusted partners like [Earthly](#).

Declaration and Sign-off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standards for Carbon Reduction Plans. It has been written by a third-party Sustainability Consultant - Holly Arnold from Planet A.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard and use the appropriate Government emission conversion factors for greenhouse gas company reporting.

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.

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

Signed on behalf of the Supplier:

Name: Natalie Graeme

Job Title: *Natalie Graeme*

Date: 23/07/2025