



# HOUSE OF ODDITIES LIMITED

CARBON REDUCTION PLAN PPN 06/21

# **HOUSE OF ODDITIES LIMITED**

## **Carbon Reduction Plan PPN 06/21 2023-24**

Reporting Period: 10 October 2023 — 9 October 2024

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Prepared by: ESG PRO Limited

## Introduction

House of Oddities, also known as HOO, is a creative content agency based in London, focused on producing branded films, commercials and digital storytelling for a variety of clients. The team works across formats to deliver original content for media owners, publishers, agencies and organisations operating in different sectors. Their portfolio includes projects for well-known names such as the NSPCC, Kia Motors and National Geographic, demonstrating their ability to work across a broad creative landscape.

HOO incorporates sustainability and ethical practices into its work. As members of AdGreen and Responsible 100, the company takes steps to reduce the environmental footprint of its productions. These include using local crews, avoiding unnecessary travel and preferring electric vehicles where practical. While these measures are applied within the context of their operations, they reflect a consistent commitment to responsible production and environmental awareness.

The company also aims to foster a respectful and inclusive approach to its projects and working environment. With a focus on storytelling that is both engaging and relevant, HOO seeks to produce work that reflects contemporary values without compromising creative integrity. Their operations are tailored to remain flexible and efficient, allowing them to serve a wide range of clients while maintaining a grounded, people-focused ethos.

The UK government's Procurement Policy Note 06/21 (PPN 06/21) requires suppliers bidding for certain public sector contracts to disclose their greenhouse gas emissions and outline a carbon reduction plan. This policy applies to companies seeking to engage in major government procurement, ensuring that environmental considerations are taken into account during the selection process. It encourages organisations to understand their emissions and take steps to improve performance over time.

For companies like HOO, compliance with PPN 06/21 involves reporting on emissions across the main activity areas, primarily electricity use, homeworking and occasional office commuting. The resulting carbon footprint provides a clear baseline for future improvements. While the reporting framework is proportionate to the nature of the business, it offers a meaningful way to demonstrate awareness of environmental responsibilities in line with public sector expectations.

## Methodology

House of Oddities Ltd has retained full responsibility for the internal processes and data controls that support the development of this Carbon Reduction Plan. In preparing the report, the company has worked in collaboration with ESG PRO Limited to ensure that all calculations are carried out with accuracy and transparency. The approach taken reflects current best practice in emissions reporting and ensures that the information disclosed aligns with expectations under the UK Government's procurement framework.

The methodology adopted follows the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard and incorporates elements of the Corporate Value Chain (Scope 3) Standard. These internationally recognised frameworks provide the foundation for consistent and credible reporting across both direct and indirect emissions. The chosen methodology enables the organisation to identify and account for emissions associated with its core activities, while maintaining a proportionate level of detail appropriate to the company's operational profile.

All greenhouse gas emissions disclosed in this plan have been calculated using the latest UK Government GHG Conversion Factors for Company Reporting, issued by the Department for Energy Security and Net Zero in partnership with DEFRA. These factors establish a national standard for emissions accounting and are directly aligned with the disclosure requirements set out under PPN 06/21, including those relating to Carbon Reduction Plan submissions.

House of Oddities Ltd does not generate any Scope 1 emissions, as it does not engage in activities involving the direct combustion of fuels. The company does not operate any boilers, generators or other fuel-burning equipment, nor does it own or control any vehicles. As there are no direct emissions sources associated with its operations, Scope 1 emissions are reported as zero in accordance with standard greenhouse gas accounting principles.

Scope 2 emissions have been calculated using energy performance data from the company's office building. In the absence of metered electricity data specific to the occupied unit, the calculation is based on the emissions intensity provided in the building's Energy Performance Certificate (EPC). The company's private office area was converted into square metres and multiplied by the building-wide emissions rate to estimate annual emissions attributable to electricity use. This figure was then used in conjunction with the UK Government's emissions factors to estimate energy consumption in kilowatt-hours. This approach offers a consistent and proportionate method in line with recognised carbon reporting practices for multi-tenant office environments.

Scope 3 – Category 6 (Business Travel) emissions were calculated using reported activity data including flights, rail journeys, car rentals and hotel stays. Each activity was matched with the relevant emissions factor from the UK Government's 2024

GHG Conversion Factors. Where specific journey details were not available, reasonable assumptions were applied regarding travel distance and class. Hotel emissions were calculated using the standard factor for UK-based accommodation. This methodology ensures that the emissions associated with travel are accurately reflected within the boundaries of available operational data.

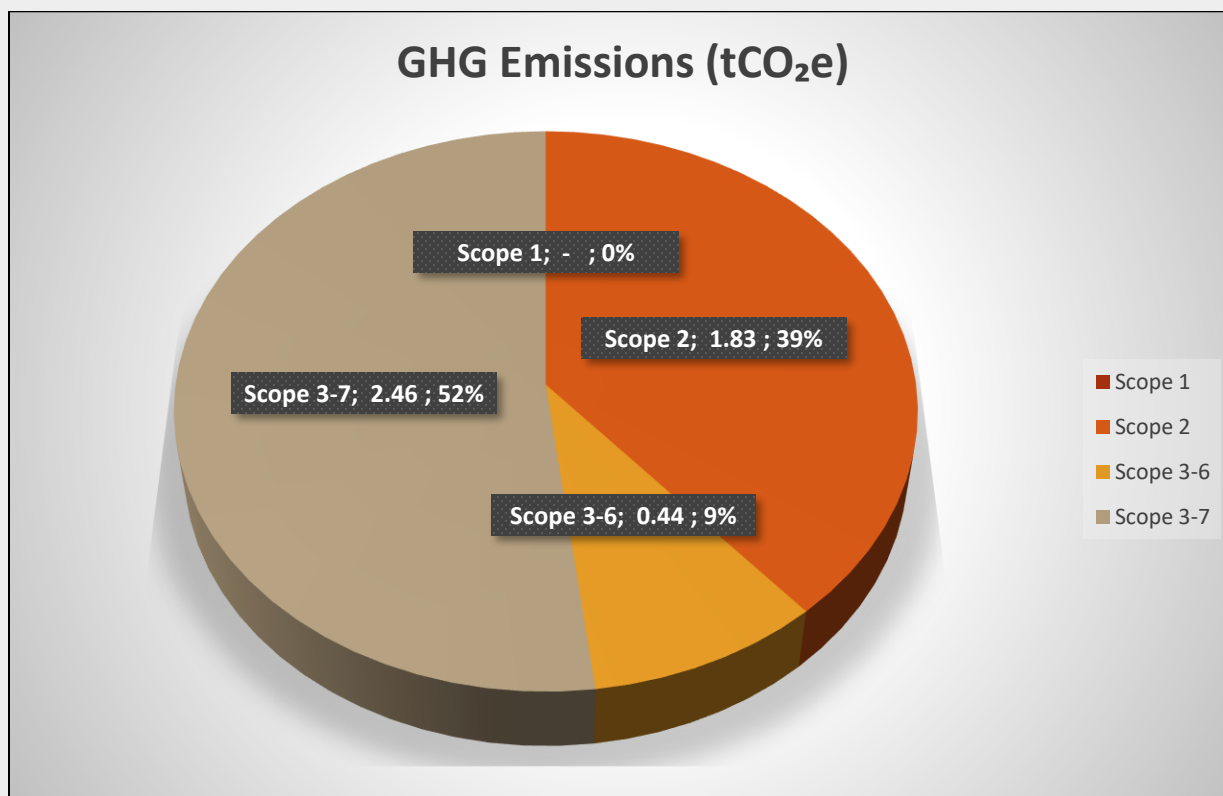
Scope 3 – Category 7 (Employee Commuting) emissions were calculated using a blended methodology to reflect the company's hybrid working model. Most employees work remotely, with occasional travel to the office. Emissions were estimated using the latest homeworking conversion factors and supplemented by commuting assumptions to reflect the real-world behaviour of staff. This approach ensures that both remote and in-person working patterns are accounted for in a realistic and proportionate manner.

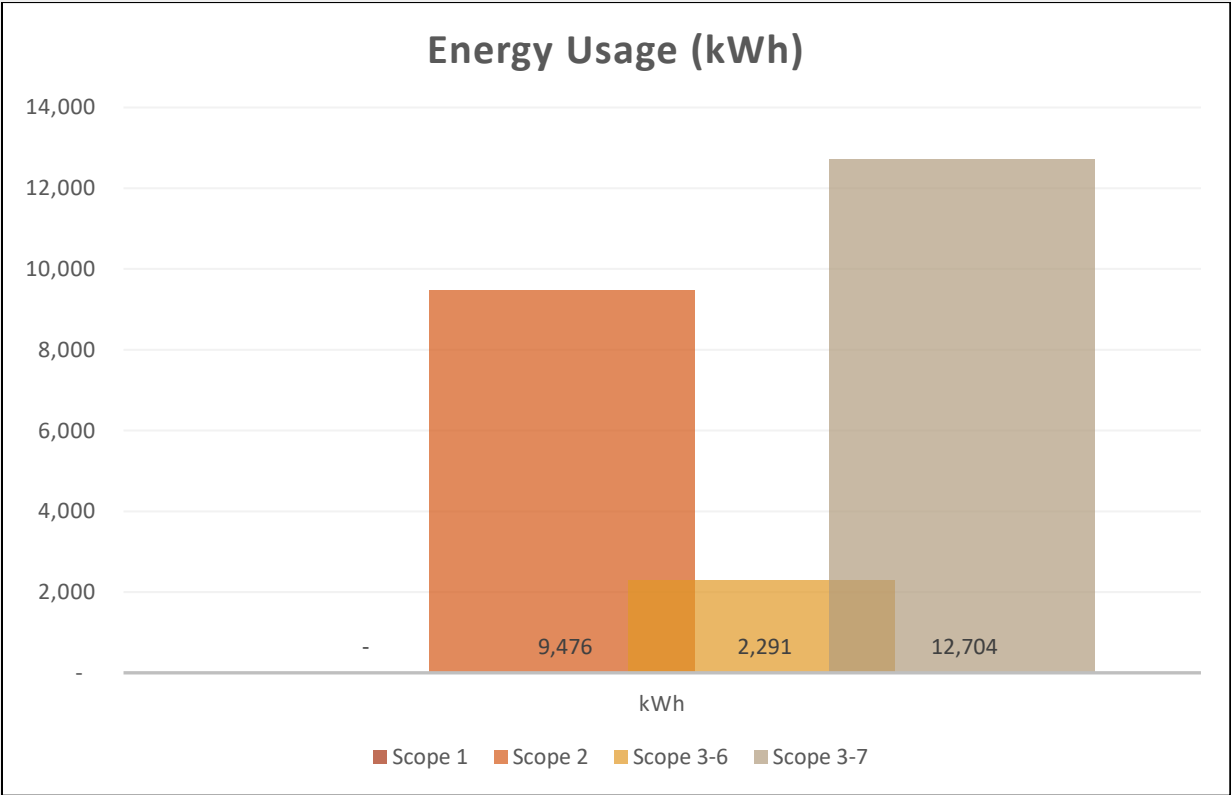
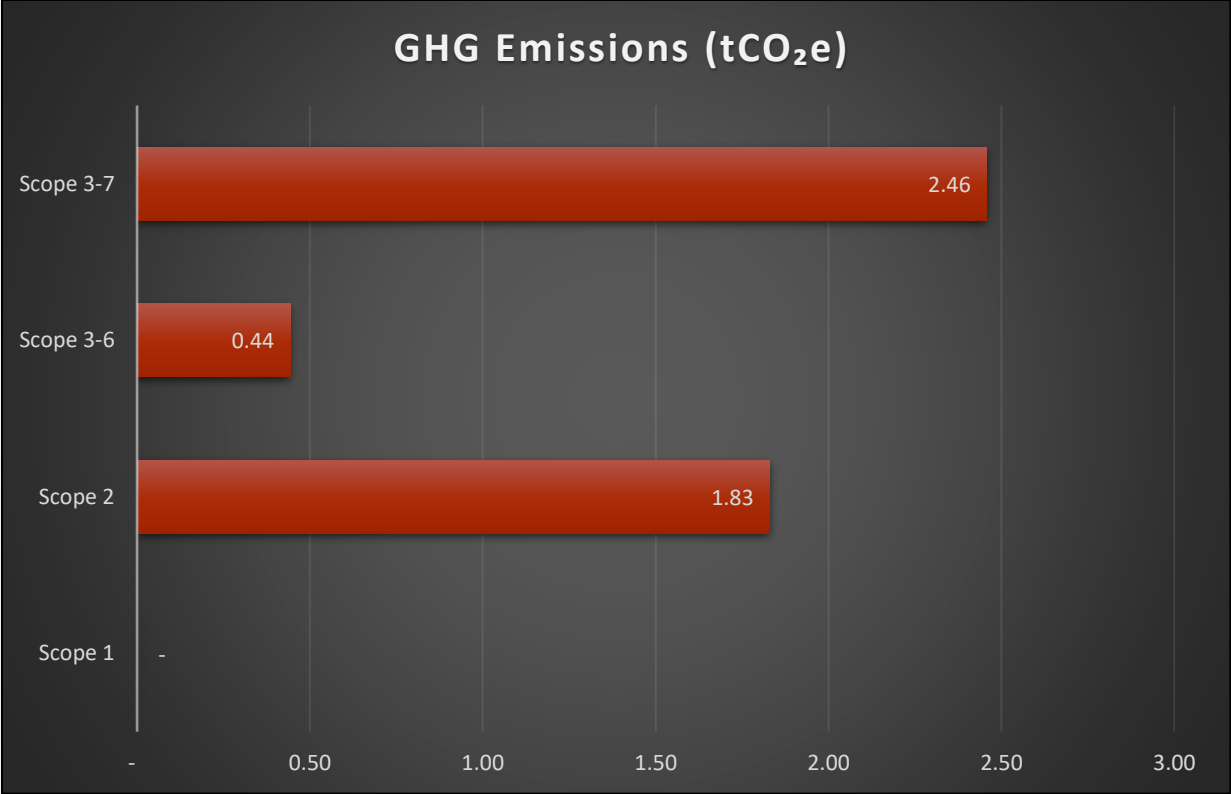
As this is the company's first carbon reduction plan, Scope 3 categories have been screened for relevance in line with the GHG Protocol. Categories currently reported include Scope 3 – Category 6 (Business Travel) and Scope 3 – Category 7 (Employee Commuting). All remaining Scope 3 categories, including Purchased Goods and Services, Waste Generated in Operations, Capital Goods, and Upstream and Downstream Transportation, will be reviewed annually. Should any of these categories become material in future reporting years, they will be assessed and incorporated into future disclosures as appropriate.

## Greenhouse Gas Inventory 2023-24

Emission Source	GHG (tCO <sub>2</sub> e)	Energy Use (kWh)
Scope 1	-	-
Scope 2	1.83	9,476
Scope 3-6 Business Travel	0.44	2,291
Scope 3-7 Employee Commuting	2.46	12,704
Totals	4.73	24,471

Intensity Ratio	GHG tCO <sub>2</sub> e
tCO <sub>2</sub> e per Full-Time Employee (FTE)	0.95
tCO <sub>2</sub> e per £100,000 Revenue	0.77







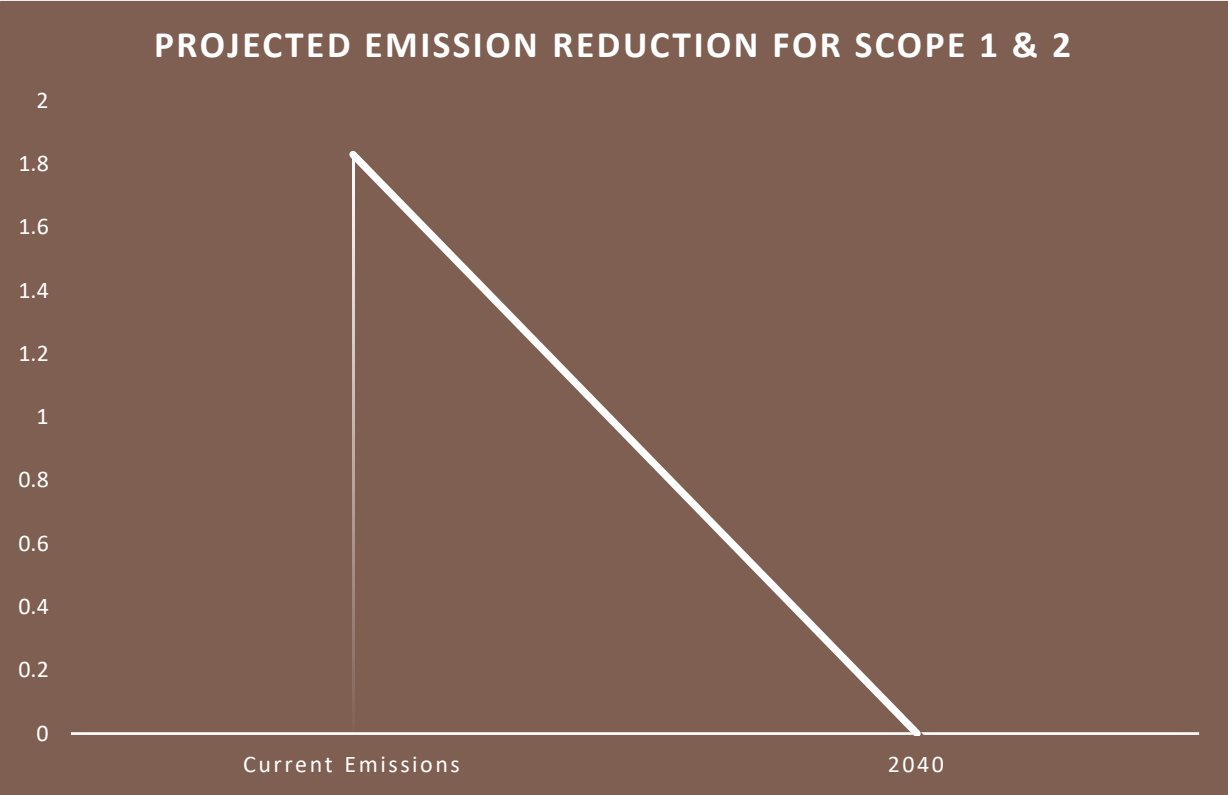
# Emissions Reductions Targets

## Absolute Reduction Targets

House of Oddities Ltd has outlined a pathway to achieve net zero greenhouse gas emissions by the year 2040. While the company's operational emissions are currently limited, a long-term plan is in place to support the reduction of Scope 1 and Scope 2 emissions by 100%, and Scope 3 emissions by at least 50%, compared to the established base year. These reductions will be driven by improvements in energy efficiency, a continued preference for low-emission travel, and the consideration of renewable energy options. Interim targets will be set as gradual percentage reductions over time, ensuring steady progress towards the 2040 goal. Where residual emissions remain in 2040, these may be addressed through high-quality carbon offsets accredited under the Gold Standard.

## Intensity Ratio Reduction Targets

In addition to absolute reductions, House of Oddities Ltd intends to reduce its emissions intensity relative to both full-time employee headcount and annual revenue. The company will monitor progress annually and evaluate performance against these ratios to ensure that growth in operations does not lead to a proportional increase in emissions. This dual approach supports both operational efficiency and climate accountability over the long term.





# Emissions Management

## Implemented Measures

House of Oddities Ltd has already adopted several practical measures to minimise its environmental impact as part of its day-to-day operations. These include a full telecommuting policy that significantly reduces the need for employee commuting and business travel, as well as the use of energy-efficient lighting across the office environment. The company has also implemented policies prohibiting the use of first-class air travel and encouraging train travel as an alternative to short-haul flights. In its approach to facilities and office resources, HOO promotes a paperless working environment, uses eco-certified hand-dryers, and provides clearly marked recycling stations throughout its workspace.

## Planned Measures

Looking ahead, House of Oddities Ltd is exploring further opportunities to reduce its carbon footprint. Planned initiatives include the introduction of plants across office areas to improve indoor air quality and a review of its supplier engagement processes, including the potential for incorporating sustainability criteria in procurement practices. The company also recognises the future value of green energy contracting and energy efficiency upgrades and is considering specialist engagement in these areas. These developments will form part of an ongoing strategy to enhance environmental performance in line with operational growth and public sector expectations.

## Scope 1 – Direct Emissions

House of Oddities Ltd reported no Scope 1 emissions, as the company does not operate any fuel-burning equipment or vehicles, nor does it carry out activities that involve the direct combustion of fuels. This category will continue to be monitored annually to ensure that any future operational changes that could introduce direct emissions are captured and managed appropriately.

## Scope 2 – Electricity Consumption

Scope 2 emissions totalled 1.83 tCO<sub>2</sub>e, calculated using building-level emissions intensity data. While electricity consumption is currently based on a shared office facility, reductions could be achieved by engaging with property managers to explore low-carbon building services or transitioning to green energy procurement where available. Additional measures such as encouraging energy-efficient equipment use and monitoring space utilisation could further reduce electricity-related emissions over time.

### **Scope 3, Category 6 – Business Travel**

Business travel contributed 0.44 tCO<sub>2</sub>e to the company's emissions, primarily from short-haul air travel, train journeys, and hotel stays. A telecommuting policy is already in place, reducing the need for unnecessary trips. Further reductions may be achieved by formalising a low-emission travel policy that prioritises train travel over flights, supports the use of hybrid or electric rental vehicles, and encourages efficient trip planning through shared transport and virtual alternatives.

### **Scope 3, Category 7 – Employee Commuting**

Employee commuting accounted for 2.46 tCO<sub>2</sub>e, reflecting a hybrid work model in which staff primarily work from home and occasionally attend the office. The continuation of this flexible approach already limits emissions from daily commuting. Additional improvements may include encouraging the use of public transport or active travel for office visits and reviewing commuting patterns periodically to ensure emissions remain low and proportionate to business needs.

### **Continuous Monitoring and Improvements**

This report represents House of Oddities Ltd.'s first full emissions assessment and serves as the baseline year for future reporting. The company will continue to review all categories annually. Where new material sources of emissions are identified, they will be incorporated into the inventory and targeted for reduction. Establishing regular review cycles and embedding emissions considerations into travel, procurement, and operational decisions will support the company's wider carbon reduction ambitions and alignment with public sector expectations.

## Declaration and Sign Off

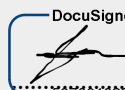
This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and the associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard<sup>1</sup> and uses the appropriate government emission conversion factors for greenhouse gas company reporting<sup>2</sup>.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions has been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard<sup>3</sup>.

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:

DocuSigned by:  
  
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Date: 5/22/2025

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<sup>1</sup><https://ghgprotocol.org/corporate-standard>

<sup>2</sup><https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>3</sup><https://ghgprotocol.org/standards/scope-3-standard>