# Jump

## 2024 Greenhouse Gas Assessment



## **Project Brief**

This greenhouse gas (GHG) assessment has been commissioned by the Jump Group, which includes Jump Design & Print Ltd (Jump) and Monddi Dimond Press Ltd (Monddi). It has been researched, prepared, and produced by Keystone Earth Consulting Ltd (KEYSTONE). In accordance with the guidelines of the Intergovernmental Panel on Climate Change (IPCC), this assessment takes a comprehensive approach to GHG accounting by establishing clear operational boundaries that encompass both direct (Scope 1) and indirect (Scopes 2 and 3) emissions. This methodology enables effective and forward-thinking GHG management, supporting the Jump Group in identifying and addressing climate-related risks and opportunities throughout its value chain.

As such, this report provides a comprehensive assessment of the Jump Group's greenhouse gas (GHG) emissions for the calendar year 2024, covering all three standardised Scopes as defined by the GHG Protocol.

This full-spectrum approach enables the Jump Group to better understand its emissions profile and identify opportunities for reduction across its operations and broader value chain.



#### Scope 1

Direct GHG emissions from sources that are owned or controlled by the Jump Group (e.g. fuel combustion from company vehicles or on-site equipment).



## Scope 2

Indirect GHG emissions from the generation of purchased energy consumed by the Jump Group (e.g. electricity used at company facilities).



#### Scope 3

Other indirect GHG emissions that occur as a result of the Jump Group's activities but arise from sources not owned or controlled by the company (e.g. supply chain emissions, business travel and waste disposal).



# **Climate Science:** We Are in a Climate Crisis

The concept of climate change has been understood for over a century. As early as the late 1800s, scientists began to warn about the potential impact of human activity, particularly the burning of fossil fuels, on the Earth's climate.

However, it wasn't until the 1980s that the issue gained significant global attention. A pivotal moment came in 1988, when the United Nations established the Intergovernmental Panel on Climate Change (IPCC). The IPCC was tasked with assessing the scientific basis of climate change, evaluating its environmental and socio-economic impacts, and providing policymakers with clear guidance on how to respond.

Since then, climate change has emerged as one of the most urgent and complex challenges facing humanity. Global temperatures are rising, extreme weather events are becoming more frequent and severe, and ecosystems are under increasing pressure. In response, governments, businesses, and communities around the world are working to both mitigate emissions and adapt to the changes already underway.

The scientific consensus is clear: we are in a climate crisis, and decisive action is needed to limit its most devastating effects.



# **Global Policy**

The Kyoto Protocol was adopted on 11 December 1997 as a landmark agreement under the United Nations Framework Convention on Climate Change (UNFCCC). It was the first international treaty to legally bind industrialised nations and economies in transition to reduce greenhouse gas (GHG) emissions, setting individualised national targets. Initially, 37 countries committed to these targets, establishing the foundation for future international climate action through binding commitments and a structured accountability framework.

Building on this, the Paris Agreement was adopted at COP21 in Paris on 12 December 2015 by 196 parties. This more ambitious and inclusive treaty aims to limit global warming to 1.5°C above pre-industrial levels, recognising that surpassing this threshold would have catastrophic impacts on the planet's atmosphere, oceans, ecosystems, and human populations. The agreement warns that without effective mitigation efforts, the world could experience a 3°C rise in global temperatures by 2050. To remain on track for the 1.5°C target, global GHG emissions must be halved by 2030 and reach net-zero by 2050.

Central to the scientific foundation of these agreements is the Intergovernmental Panel on Climate Change (IPCC), the UN body responsible for assessing climate science. Their findings include:

- Human-induced global warming had reached approximately 1°C above pre-industrial levels by 2017, increasing at a rate of 0.2°C per decade.
- As of now, we have already experienced 1.2°C of global warming since the industrial revolution.
- Arctic sea ice is, on average, 65% thinner than in 1975.
- Sea levels have risen by 20 cm since 1901.
- The current concentration of atmospheric carbon dioxide (CO<sub>2</sub>) is approximately 419 parts per million (ppm).

These metrics underscore the urgency for coordinated global action to reduce emissions and protect both natural systems and human communities from the accelerating impacts of climate change.



## Actions in 2024

Businesses play a critical role in meeting global climate goals by reducing greenhouse gas (GHG) emissions, building resilience to rising temperatures, and minimising the risks associated with climate change. Achieving a zero-emissions global economy requires collective action that is informed by climate science and grounded in measurable progress.

In the UK, the British Business Bank reports that small and medium-sized enterprises (SMEs) are responsible for 30% of the nation's total GHG emissions, including those from households, industry, and government. SMEs also contribute approximately 50% of total emissions from the UK business sector. This underscores the pivotal role that businesses of all sizes and sectors must play in transitioning to a net-zero economy by 2050.

To meaningfully contribute to this transition, organisations must:

- Measure emissions across all three Scopes (1, 2, and 3) to gain a full and accurate picture of their carbon footprint.
- Identify reduction opportunities throughout their operations and supply chains.
- Implement strategies to actively reduce and, where necessary, offset residual emissions.

By taking these steps, businesses can demonstrate genuine climate leadership, meet emerging regulatory requirements, and secure a competitive advantage in a market that increasingly values environmental responsibility and transparency.



## **A Guide to this Assessment**

There are seven main greenhouse gases (GHGs) identified under the Kyoto Protocol as contributors to climate change:

- Carbon dioxide  $(CO_{2})$
- Methane (CH<sub>4</sub>)
- Nitrous oxide (N2O)
- Hydrofluorocarbons (HFCs)
- Perfluorocarbons (PFCs)
- Sulphur hexafluoride (SF<sub>a</sub>)
- Nitrogen trifluoride (NF<sub>a</sub>)

Different operational activities release different types of GHGs. This assessment includes all seven Kyoto Protocol GHGs that are relevant to the Jump Group's activities.

To enable a consistent comparison of the climate impact of each gas, all emissions are reported in carbon dioxide equivalent (CO<sub>2</sub>e). CO<sub>2</sub>e is a standard metric that expresses the Global Warming Potential (GWP) of a gas in terms of the amount of CO, that would have the same warming effect over a given time period.

In accordance with international best practice, and following agreements made at COP26 (November 2021), this assessment uses the 100-year GWP values from the IPCC's Fifth Assessment Report (AR5), excluding climate-carbon feedbacks, as required under the Paris Agreement transparency framework.

#### Understanding 100-year AR5 GWP Values

The 100-year GWP is a widely accepted measure in climate policy, representing the amount of heat a GHG traps in the atmosphere over a century compared to CO<sub>2</sub>, which has a baseline GWP of 1. For example, according to AR5:

- Methane (CH<sub>4</sub>) has a 100-year GWP of 28–34
- Nitrous oxide (N<sub>2</sub>O) has a GWP of 265, meaning it is 265 times more potent than CO<sub>2</sub> over the same period

These values reflect the radiative forcing and atmospheric lifetimes of each gas, and are vital for assessing climate impacts and developing targeted emissions reduction strategies.



## **GHG Accounting Principles**

KEYSTONE's approach to carbon accounting is grounded in the internationally recognised standards of the Greenhouse Gas (GHG) Protocol, ensuring that reported data is meaningful, credible, and decision-useful. The methodology applied in this assessment adheres to the following five core principles:

#### Relevance

The emissions inventory boundary has been selected to accurately reflect the GHG activities of the Jump Group, ensuring that the data supports both internal decision-making and external reporting needs.

#### Completeness

All material emission sources within the chosen inventory boundary have been included where data was available. Any omissions or exclusions (e.g. due to lack of data or immateriality) are explicitly disclosed and justified, maintaining the integrity of the inventory.

#### Consistency

The data has been collected and processed using a uniform and repeatable methodology, allowing for meaningful comparisons over time. Any changes in calculation methods, data sources, or boundaries are clearly documented to maintain reporting reliability year-on-year.

#### Transparency

All relevant assumptions, methodologies, and limitations are clearly explained in this report. KEYSTONE aims to provide clear, traceable, and well-documented disclosures so that users can fully understand the basis of reported emissions figures.

#### Accuracy

Every effort has been made to minimise uncertainty, avoid systematic over- or underestimation, and apply industry-approved estimation techniques when precise data is unavailable. All emissions estimates are based on conservative assumptions guided by UK Government and IPCC best practices.

#### **Application in This Assessment**

This report uses AR5 GWP values to ensure consistency with the latest UK and international GHG inventories. Emissions are calculated and reported in CO<sub>2</sub>e, not just CO<sub>2</sub>, to fully account for the climate impact of all relevant gases associated with the Jump Group's operations.

In summary, this GHG assessment has been produced using the latest science-based methodologies and international reporting standards, in alignment with the IPCC GHG Protocol. It represents a robust and transparent analysis of the Jump Group's climate impact.

## **Results - Jump**

Scope	SIC	Calculation Method	Units	Quantity	GHG Emissions (kg CO <sub>2</sub> e)
Scope 1					
Electric vehicles (leased)	N/A	Activity-based	Miles	90,000	6153
				TOTAL =	6153
Scope 2					
Electricity - Grid (100% REGO certified renewable, zero-rated)	35	Market-based	kWh	17,920	0
Electricity - Grid (100% green)	35	Location-based	kWh	7355	1523
Water - Water Provision	36	Spend-based			86
				TOTAL =	1609
Scope 3					
Distribution - Postage and courier	53	Spend-based			154,503
Distribution - Freight	49.3.5	Spend-based			1100
Operations - Outsourced printing	18	Spend-based			109,471
Operations - Office admin, consulting and business support	70 & 82	Spend-based			5078
Operations - Electric vehicle leasing	77	Spend-based			4043
Operations - Office lease and rental	68	Spend-based			2423
Operations - Warehousing	52	Spend-based			1824
Operations - Proffesional services	74 & 96	Spend-based			1633
Operations - Entertainment	93	Spend-based			1507
Operations - Building and construction	41 & 43	Spend-based			1270
Operations - Food and beverages	56	Spend-based			1035
Operations - Artistic creation	90	Spend-based			362
Operations - Technical testing	71	Spend-based			238
Operations - Machinery repair	33	Spend-based			99
Operations - Recycling and waste collection	38	Activity-based	Tonnes	8.099	52
Operations - Telecommunications	61	Spend-based			44
Operations - Educational services	2	Spend-based			2
Materials - Paper wholesale	46	Spend-based			6855
Materials - General retail	47	Spend-based			3417
Materials - Other / Unclassified	32	Spend-based			857
Materials - General wholesale	46	Spend-based			545
Materials - Apparel	14	Spend-based			162
Materials - Textiles	13	Spend-based			94
Travel - Accommodation	55	Spend-based			178
				TOTAL =	296,792
l i i i i i i i i i i i i i i i i i i i				GRAND TOTAL =	304.554

## **Results - Monddi**

Scope	SIC	Calculation Method	Units	Quantity	GHG Emissions (kg CO <sub>2</sub> e)
Scope 1					
None relevant in scope	N/A	Activity-based	Miles	0	0
				TOTAL =	0
Scope 2					
Electricity - Grid (100% green)	35	Location-based	kWh	7200	1491
				TOTAL =	1491
Scope 3					
Distribution - Postage and courier	53	Spend-based			47
Operations - Outsourced printing	18	Spend-based			4595
Operations - Office admin, consulting and business support	70 & 82	Spend-based			128
Operations - Warehousing	52	Spend-based			51
Operations - Proffesional services	74 & 96	Spend-based			369
Operations - Building and constructions	41 & 43	Spend-based			324
Operations - Food and beverages	56	Spend-based			2
Operations - Technical testing	71	Spend-based			81
Operations - Telecommunications	61	Spend-based			6
Materials - Rubber and plastic products	22	Spend-based			3
Materials - Machinery and equipment	28	Spend-based			8
Materials - Paper wholesale	46	Spend-based			136
Materials - General retail	47	Spend-based			742
Materials - Other / Unclassified	32	Spend-based			119
Materials - General wholesale	46	Spend-based			502
Travel - Accommodation	55	Spend-based			4
				TOTAL =	7117
				GRAND TOTAL =	8608

In 2024, the Jump Group's total greenhouse gas (GHG) emissions were calculated at 313,111 kg  $CO_2e$  (313.1 tonnes  $CO_2e$ ). This figure covers all emissions across the three standard GHG Protocol scopes and aligns with best-practice reporting methodologies.

- Scope 1 (Direct emissions): 6,153 kg CO<sub>2</sub>e (1.97%)
- Scope 2 (Indirect emissions from energy use): 3,014 kg CO<sub>2</sub>e (0.96%)
- Scope 3 (All other indirect emissions): 303,944 kg CO<sub>2</sub>e (97.07%)

#### Scope 1 - Direct Emissions (1.97%)

Scope 1 emissions, totalling 6,153 kg CO<sub>2</sub>e, account for just 1.97% of the Jump Group's total carbon footprint. These emissions stem exclusively from the use of six leased electric vehicles (EVs) operating across the group's activities. While EVs do not produce tailpipe emissions, their associated emissions are related to electricity use during charging, battery manufacturing, and embedded carbon in supply chains.

The use of EVs reflects the Jump Group's proactive investment in cleaner transport options, reducing reliance on fossil-fuel vehicles. Although small in relative terms, these emissions are expected to decline further as the UK electricity grid decarbonises and battery technology becomes more efficient and sustainable.

### Scope 2 - Indirect Energy Emissions (0.96%)

Scope 2 emissions totalled 3,014 kg CO<sub>2</sub>e, making up 0.96% of the group's emissions profile. These emissions come from the purchase of electricity for owned and leased facilities, including design studios, administrative offices, and production sites.

A portion of this electricity was sourced from Octopus Energy, which provides 100% REGO-certified renewable electricity, and is therefore reported as zero-rated. However, a smaller share of electricity purchased from British Gas Lite, despite being branded as "green", still carries emissions under current UK GHG reporting guidelines due to residual grid mix factors.

This low Scope 2 footprint reflects responsible energy procurement, and reinforces the Jump Group's commitment to minimising direct operational emissions through sourcing verified renewable energy.

#### Scope 3 – Value Chain Emissions (97.07%)

Scope 3 emissions dominate the Jump Group's carbon footprint, accounting for 303,944 kg  $CO_2e$ , or 97.07% of total emissions. These emissions arise from activities the company does not directly control, but which are essential to its operations.

Further analysis can be found in the following section.

# **Key Insights**

#### 1. Scope 3 Dominates the Emissions Profile

With over 97% of the Jump Group's total emissions - 303,944 kg CO<sub>2</sub>e - originating from Scope 3, it is clear that the company's climate impact is overwhelmingly driven by indirect emissions across its value chain. These emissions arise from activities not owned or directly controlled by the Jump Group, but which are critical to its operations and service delivery.

The top contributors within Scope 3 are:

#### Postage and Courier Services: 154,503 kg CO,e

The largest single source of emissions, reflecting the extensive use of third-party courier networks for fulfilment and delivery. Emissions here are influenced by logistics providers' fleet types, distances travelled, and delivery frequency.

#### Outsourced Printing: 109,471 kg CO e

A major contributor, this reflects the materials, energy consumption, and waste associated with third-party print production. While the Jump Group's own operations are lean and efficient, outsourcing to external suppliers introduces emissions outside of the company's direct control.

#### Purchased Goods and Services (excluding print and courier):

- Paper and stationery supplies: 6,855 kg CO<sub>2</sub>e
- General retail and wholesale purchases (e.g. IT equipment, packaging): 4,819 kg CO<sub>2</sub>e
- Office admin, professional services, telecommunications, and entertainment: over 10,000 kg CO<sub>2</sub>e combined

These figures demonstrate that the Jump Group's emissions are not the result of inefficient in-house operations, but rather the unavoidable footprint of a complex and active supply and delivery network typical of the print and creative services sector.

#### 2. Minimal Scope 1 and Scope 2 Emissions

Scope 1 emissions are limited to the Jump Group's use of leased electric vehicles, which, while zero tailpipe emissions, still carry a modest footprint related to electricity generation, battery manufacturing, and use-phase energy efficiency.

#### Scope 2 emissions, generated by purchased electricity, are impressively low due to:

- Octopus Energy's REGO-certified renewable supply, which is carbon zero-rated
- Limited reliance on British Gas Lite, which, despite being marketed as "green," still incurs a carbon factor due to how such tariffs are treated under UK GHG reporting conventions

This highlights the Jump Group's proactive approach to energy sourcing and a clear preference for verified renewable providers. It also reflects a mature energy management strategy, ensuring that direct operational emissions remain well below industry norms.

#### 3. Waste is Well Managed

The Jump Group's waste-related emissions stand at just 52 kg CO<sub>2</sub>e, an exceptionally small component of the overall footprint. This performance is indicative of a well-established and effective waste management system, supported by:

- Segregated recycling streams
- Zero Waste to Landfill
- Ongoing partnerships with reputable waste handlers like Perry's Recycling and Biffa

This suggests that the Jump Group has already embedded circular economy principles into its day-to-day operations and maintains clear waste tracking through ISO 14001-certified processes.

While waste may not be a major source of emissions, the company can continue to:

- Pursue Zero Waste to Landfill targets
- Introduce waste audits across all sites to identify further efficiency opportunities
- Communicate best practices internally to drive behavioural change and awareness among staff

#### Carbon Efficiency – Performance Against Industry Benchmark

At 0.082 kg CO<sub>2</sub>e per £ spent, the Jump Group demonstrates a strong carbon efficiency profile, emitting 48.75% less carbon per £ spent than the UK industry average for printing companies, which is calculated at 0.16 kg CO<sub>2</sub>e per £.

This significant outperformance is not incidental, it reflects a deliberate and integrated approach to low-impact operations, sustainable procurement, and resource-conscious business practices. It also positions the Jump Group well ahead of most industry peers in terms of emissions per unit of economic output, a key metric for assessing climate efficiency and sustainable value creation.



## **Operational Constraints on Reducing Scope 3 Emissions**

While the Jump Group recognises the importance of reducing Scope 3 emissions, it is important to acknowledge the current structural limitations that constrain their ability to significantly reduce emissions in the two largest Scope 3 categories: outsourced printing and postage and courier services.

#### Outsourced Printing - Required to Meet Demand

At present, the Jump Group relies on outsourced printing to fulfil some client orders and maintain delivery capacity. While they operate in-house production facilities, outsourcing is currently essential in order to:

- Fulfil high-volume or quick-turnaround jobs
- Access specialist equipment and processes unavailable internally
- Ensure cost-efficiency and service continuity

Although this outsourcing model supports operational flexibility and growth, it also results in a significant share of emissions being generated outside the company's direct control. The emissions associated with outsourced printing - 109,471 kg CO<sub>2</sub>e in 2024 - are influenced by external suppliers' energy sources, material choices, and production processes.

Meaningful reductions in this category will require long-term collaboration with key suppliers, and possibly future investment in expanded internal capacity equipped with low-carbon technologies.



## **Global Policy**

#### Postal and Courier Services – Limited Low-Carbon Alternatives

The largest single contributor to the Jump Group's total emissions footprint in 2024 was postage and courier services, responsible for 154,503 kg CO<sub>2</sub>e. Unfortunately, this is an area where there are currently no zero-rated or low-carbon alternatives available at scale within the commercial logistics market.

Courier and postal providers in the UK remain heavily dependent on fossil fuel-powered fleets. While some logistics companies are beginning to pilot electric vehicles and carbonoffset services, these options are not yet widely accessible, reliable, or scalable for the volume and geographic range required by the Jump Group's operations.

As such, the company is currently confined to using existing commercial courier networks, which limits their ability to significantly reduce emissions in this area. However, they continue to monitor developments and are open to:

- Prioritising providers with proven sustainability roadmaps
- Consolidating shipments where practical
- Substituting physical delivery with digital alternatives when appropriate

#### Conclusion: Scope 3 Reductions Constrained by Market Limitations

The Jump Group's most significant Scope 3 emissions - outsourced printing and courier logistics - are closely tied to operational necessities and current market conditions. These emissions are structurally difficult to reduce at present due to a lack of scalable, low-carbon alternatives and limited internal production capacity.

Despite these constraints, the company remains committed to:

- Tracking emerging technologies and services
- Engaging with key suppliers to encourage emissions reductions
- Identifying long-term pathways for more sustainable service delivery

Their strategy is to optimise areas within their control, enhance transparency, and prepare to reduce emissions further as sector-wide solutions become viable.



# Recommendations for Reducing Scope 3 GHG Emissions

To effectively reduce Scope 3 emissions, which currently account for over 97% of the Jump Group's total footprint, the following targeted actions are recommended:

#### 1. Prioritise Use of Carbon Balanced Paper and Certified Printers

The Jump Group should increase its procurement of World Land Trust-certified "Carbon Balanced Paper" from verified suppliers. This paper has its production-related carbon emissions independently offset through the protection and restoration of carbon-rich habitats.

Additionally, partnering with certified Carbon Balanced Printers, who calculate, reduce, and offset their operational emissions at source, will enable the Jump Group to significantly reduce the footprint associated with outsourced print jobs. These partnerships also align with sustainability claims that can be passed along to clients and end-users, enhancing brand credibility.

#### Impact:

This move can reduce GHG emissions embedded in materials and third-party services, two of the largest contributors within Scope 3, and can also serve as a differentiator in client proposals and B2B partnerships.

#### 2. Expand Internal Print Capabilities to Reduce Outsourcing

The Jump Group should explore the feasibility of bringing more print operations inhouse, particularly for recurring campaign materials and medium-volume print jobs. While outsourcing offers flexibility and scalability, it also displaces emissions to external providers over whom the Jump Group has limited control.

By investing in energy-efficient equipment, using certified sustainable materials, and powering production with renewable electricity, in-house printing can become a low-carbon alternative to external suppliers.

#### Impact:

Reducing reliance on third-party printers would directly lower Scope 3 emissions associated with outsourced printing (currently 109,471 kg CO<sub>2</sub>e), while also enabling greater oversight of environmental standards and print quality.

## **Purchase of Carbon Credits**

Throughout 2024, the Jump Group partnered with Ecologi to invest in high-integrity carbon credits as part of their broader commitment to climate responsibility. Over the course of the year, they purchased a total of:

- 43.3 tonnes of carbon avoidance credits
- 149 tonnes of carbon removal credits

#### What's the difference between 'avoidance' and 'removal'?

Carbon avoidance refers to projects that prevent future greenhouse gas emissions from being released into the atmosphere. For example, by funding renewable energy installations.

Carbon removal involves projects that actively remove carbon dioxide from the atmosphere, such as afforestation or direct air capture technologies.

#### How credits are treated in this report

While these carbon credits are acknowledged and transparently reported here, they have not been included in any calculations of the Jump Group's operational or supply chain emissions to date. As such, they are presented as a standalone contribution and are not factored into their GHG emissions reduction targets or trajectories.

The Jump Group has consciously avoided using the term "carbon offsetting" to describe this purchase. This reflects their recognition that, while credits may support global decarbonisation efforts, they do not replace the need for deep and ongoing internal emissions reductions within their own operations and supply chain.



## **The Technical Bit**

When assessing climate emissions, some degree of inherent uncertainty is expected due to the use of standardised conversion factors and benchmark averages, rather than direct point-source measurements.

For example, it is not feasible to measure exact CO<sub>2</sub>e emissions directly from a vehicle's exhaust during combustion. Instead, emissions are calculated using established emissions factors based on vehicle type, usage, and fuel, provided through UK Government conversion datasets. These methodologies ensure consistency but naturally introduce a margin of approximation into any GHG accounting process.

This report incorporates the most up-to-date and recognised methodologies and data sources, as outlined below:

#### **GHG Emission Intensity by Industry**

Calculated using data from the Office for National Statistics (ONS) publication "Greenhouse" Gas Emissions Intensity in the United Kingdom, 1990 to (provisional) 2023".

This dataset covers all seven Kyoto Protocol gases (expressed as CO<sub>2</sub>e) and provides emissions intensity figures based on total UK emissions (excluding household consumption) divided by gross value added (GVA).

For technical gueries: environment.accounts@ons.gov.uk

#### **GHG Conversion Factors**

Sourced from the UK Government's 2024 "GHG Conversion Factors for Company Reporting" the Department for Energy & Net Zero in collaboration with DEFRA.

These factors are designed for use by UK-based organisations of all sizes and international businesses reporting UK operations.

For technical queries: greenhousegas.statistics@energysecurity.gov.uk

#### Methodologies by Scope

#### Scope 1 - Direct Emissions

Calculated using the IPCC GHG Protocol "activity-based" method, following the IPCC's Technical Guidance for Calculating Scope 1 Emissions.

This method is considered more accurate for direct emissions, as it links emissions directly to measurable company activities.

#### Formula:

Business Activity (units) × Conversion Factor (kg CO<sub>2</sub>e/unit) = Total Emissions (kg CO<sub>2</sub>e)

#### Scope 2 - Indirect Energy Emissions

Calculated using the IPCC GHG Protocol "location-based" method, aligned with its Technical Guidance for Calculating Scope 2 Emissions.

- Electricity supplied via REGO-certified renewable tariffs (e.g. Octopus Energy) is reported as zero-rated using the market-based method.
- Non-renewable electricity (e.g. British Gas Lite) is calculated using location-based UK average emissions factors.

#### Scope 3 – Indirect Value Chain Emissions

Calculated using the "spend-based" method, in line with the IPCC's Technical Guidance for Calculating Scope 3 Emissions.

The Jump Group's expenditure data for the reporting year was mapped to ONS industryspecific carbon intensity data.

#### Formula:

Amount Spent  $(\pounds)$  × Conversion Factor (kg CO<sub>2</sub>e/ $\pounds$ ) = Total Emissions (kg CO<sub>2</sub>e)

#### **Data Integrity Statement**

KEYSTONE affirms that all calculations and methodologies used in this assessment follow internationally recognised best practices and draw upon the most recent and credible data sources available at the time of reporting.

However, the accuracy of results depends on the quality of raw data provided by the Jump Group. While KEYSTONE has applied rigorous review and calculation standards, it assumes no liability for any errors, omissions, or inaccuracies that may result from inaccurate or incomplete input data.



