

A group of people, including children, are participating in a tree-planting activity in a grassy field. A woman in a dark blue puffer jacket is using a blue-handled shovel. Other people, including children, are standing around, some holding saplings. The background shows a rolling green hill under a cloudy sky.

Carbon Reduction Plan

INTRODUCTION

At Genius, we are committed to maintaining the highest standards in all aspects of our operations. Our policies are designed to provide a clear framework for employees, clients, partners, and stakeholders, ensuring that our business practices are aligned with our core values of integrity, responsibility, and excellence.

Each policy is aimed at promoting fairness, transparency, and compliance with relevant legal requirements, while also supporting the growth and well-being of our people and the sustainability of our business. As a forward-thinking and innovative organisation, we strive to continually improve our policies to meet evolving business needs, legal standards, and best practices.

These policies are part of our ongoing commitment to creating a safe, supportive, and inclusive environment for all those we engage with, helping us deliver outstanding services and achieve our long-term goals.

Carbon Reduction Plan

Genius Online Ltd

Company Address:
South Barn, Broughton,
Skipton BD23 3AE

Company Number:
06975000

Date of Implementation:
1st September 2025

Policy Review Date: 1st
September 2027

1. Objectives

Genius Online is committed to environmental sustainability, with a specific focus on reducing our carbon footprint and contributing positively to the global fight against climate change. As part of our journey to become a certified B-Corp, we recognise the need to integrate sustainability into every aspect of our operations. Additionally, our base at Broughton Hall, the site of the UK's largest rewilding project, offers unique opportunities for engagement and action on climate and environmental issues.

This Carbon Reduction Plan outlines the steps we will take to reduce our carbon emissions, achieve carbon neutrality, and support the broader ecological regeneration initiatives at Broughton Hall.

2. Purpose

The purpose of this plan is to:

- Define Genius Online's approach to reducing carbon emissions across our operations and supply chain.
- Establish measurable goals and targets in line with the UK's Net Zero 2050 commitment and B-Corp certification standards.
- Outline the steps we will take to actively contribute to the rewilding project at Broughton Hall.
- Ensure transparency and accountability in reporting our carbon reduction progress.

3. Scope

This plan applies to:

- All employees, contractors, suppliers, and partners of Genius Online.
- All aspects of Genius Online's business operations, including energy use, transportation, procurement, and waste management.
- Collaboration with external stakeholders, including clients and suppliers, to drive carbon reduction across our value chain.

4. Key Objectives

To support our commitment to carbon reduction, Genius Online has set the following key objectives:

- Reduce overall carbon emissions by 50% by 2030, in line with global climate targets.
- Achieve net zero carbon emissions by 2040, by reducing emissions and investing in verified carbon offset projects.
- Engage with the Broughton Hall Rewilding Project to restore ecosystems, enhance biodiversity, and sequester carbon locally.
- Transition to 100% renewable energy across all our offices and operations by 2025.

- Incorporate sustainability into our supply chain by working only with partners and suppliers that meet environmental standards by 2026.

5. Involvement with Broughton Hall Rewilding Project

As a key aspect of our carbon reduction strategy, Genius Online is actively involved with the Broughton Hall Rewilding Project, which seeks to restore ecosystems, protect biodiversity, and promote natural carbon sequestration.

5.1. Rewilding Contributions

- **Reforestation:** We will support tree planting efforts and ecosystem restoration across the Broughton Hall estate to increase natural carbon sinks.
- **Biodiversity Projects:** We will participate in and sponsor biodiversity enhancement projects to restore native species, protect wildlife, and improve soil health.
- **Employee Engagement:** Our team will take part in rewilding activities, such as habitat restoration, tree planting, and wildlife monitoring, fostering a culture of environmental stewardship among staff.
- **Carbon Offsetting:** Where emissions reductions are not immediately achievable, we will offset our carbon footprint by investing in local rewilding and carbon sequestration projects at Broughton Hall.

6. Energy Consumption

We are committed to reducing our energy consumption and sourcing energy from renewable sources.

6.1. Renewable Energy Commitment

- **100% Renewable Energy:** By 2025, all of our office spaces will be powered by renewable energy sources, including solar, wind, and hydropower.
- **Energy Efficiency Improvements:** We will implement energy-saving measures in our offices, such as installing energy-efficient lighting, appliances, and smart energy management systems.
- **Monitoring and Reporting:** We will monitor our energy consumption on a quarterly basis and publicly report on our progress toward reducing energy use and emissions.

7. Transportation and Travel

Reducing carbon emissions from transportation is a key focus for our carbon reduction strategy.

7.1. Sustainable Travel Practices

- **Remote Working:** We will encourage remote working wherever possible to reduce commuting emissions. As a digital-first company, we will leverage technology to minimise the need for in-person meetings and business travel.
- **Green Commuting:** We will promote green commuting options such as cycling, public transport, and carpooling among employees, providing incentives and support where feasible.
- **Electric Vehicles (EVs):** By 2026, we aim to transition any company vehicles to electric vehicles and install EV charging points at our offices.

7.2. Business Travel

- **Virtual Meetings:** We will prioritise virtual meetings over business travel, especially for clients and partners based in remote locations.
- **Carbon Offsetting for Flights:** Where travel is necessary, we will offset emissions from flights by investing in verified carbon offset programs, including projects associated with Broughton Hall's rewilding efforts.

8. Sustainable Procurement

We recognise the environmental impact of our supply chain and are committed to making sustainable purchasing decisions.

8.1. Green Procurement Policy

- **Sustainable Materials:** We will prioritise procurement of goods made from recycled, low-carbon, or sustainably sourced materials (e.g., FSC-certified paper, eco-friendly packaging).
- **Ethical Suppliers:** We will work exclusively with suppliers that demonstrate a commitment to sustainability, social responsibility, and carbon reduction by 2026.
- **Supplier Audits:** We will assess the environmental impact of our suppliers and ensure that they meet our sustainability standards. Suppliers that fail to meet these standards will be required to implement corrective actions or face contract termination.

8.2. Circular Economy Approach

- **Waste Reduction:** We will reduce waste by adopting a circular economy approach, emphasising reuse, repair, and recycling of materials and equipment.
- **Digital Solutions:** As a digital-first company, we will continue to reduce paper usage by leveraging digital tools and platforms to conduct business.

9. Waste Management

Reducing waste and promoting recycling is critical to minimising our environmental impact.

9.1. Zero Waste to Landfill

- We will implement a zero waste to landfill policy by 2026, ensuring that all office waste is either recycled or responsibly disposed of.
- **Recycling Programs:** We will introduce comprehensive recycling programs for paper, plastics, metals, e-waste, and other recyclable materials across our offices.
- **Paperless Operations:** We will continue to digitise our operations and encourage paperless working practices, reducing paper usage by 80% by 2025.

10. Carbon Footprint Measurement

To ensure transparency and accountability, Genius Online will measure and report its carbon footprint on an ongoing basis.

10.1. Measurement and Reporting

- **Annual Carbon Audit:** We will conduct an annual carbon audit to measure our total emissions, including Scope 1 (direct emissions), Scope 2 (indirect emissions from purchased energy), and Scope 3 (other indirect emissions such as travel and procurement).
- **Public Reporting:** Our carbon emissions and progress toward reduction targets will be published in our annual Sustainability Report, which will be available to clients, stakeholders, and the public.

10.2. Carbon Neutrality Goal

- **Carbon Offsetting:** We will invest in certified carbon offset projects, particularly through local initiatives like the Broughton Hall Rewilding Project, to achieve carbon neutrality by 2040.
- **Third-Party Verification:** We will seek third-party verification of our carbon neutrality claims through certified bodies to ensure accuracy and credibility.

11. Employee Engagement and Training

Engaging our employees in sustainability efforts is a key part of our carbon reduction plan.

11.1. Sustainability Training

- Carbon Literacy Training: All employees will receive carbon literacy training to understand their role in reducing carbon emissions both within and outside of the workplace.
- Sustainability Champions: We will appoint Sustainability Champions within our team to lead initiatives, raise awareness, and encourage environmentally friendly practices.

11.2. Employee Incentives

- Green Travel Incentives: We will offer incentives for employees who choose low-carbon commuting options, such as subsidies for public transportation or cycling.
- Environmental Volunteering: We will encourage and provide opportunities for employees to volunteer with the Broughton Hall Rewilding Project or other environmental causes.

12. B-Corp Certification and Commitment

Our journey toward B-Corp certification is integral to our carbon reduction plan. This certification reflects our commitment to balancing profit with purpose, and the environmental aspects of B-Corp certification will include:

- Sustainable Operations: Ensuring that all business decisions align with sustainability and responsible environmental practices.
- Continuous Improvement: Regularly reviewing and improving our carbon reduction and sustainability initiatives in line with B-Corp standards.

13. Monitoring and Review

This Carbon Reduction Plan will be reviewed annually to assess progress, update targets, and ensure alignment with evolving environmental standards and B-Corp requirements.

14. Conclusion

Genius Online is fully committed to reducing its carbon footprint and contributing positively to global and local environmental sustainability efforts. Through our involvement in the Broughton Hall Rewilding Project, the implementation of this Carbon Reduction Plan, and our pursuit of B-Corp certification, we aim to lead by example and inspire other businesses to prioritise climate action and sustainability.

We are an experienced group of recruitment solutions and marketing specialists: Creatives, client support teams, UX specialists, media professionals, designers, project managers, writers and developers all collaborating together under the same roof to create cutting-edge solutions to real recruiting problems.

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WE ARE ALL GENIUS



Genius is currently applying for B-Corp status.

