

Carbon Reduction Plan

Commitment to achieving Net Zero

Butterfly Data is committed to achieving and maintaining Net Zero before 2050. We achieved Net Zero emissions in 2022. We remain committed to maintaining Net Zero - our emissions are very low and in 2024 we offset 100% of included emissions.

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: 2020	
Additional Details relating to the Baseline Emissions calculations	
As a 100% remote working company, with no premises or internal combustion engine vehicles we have no Scope 1 (eg gas boilers or petrol cars) or Scope 2 (directly purchased electricity) emissions. We have included Commuting, Business Travel and Serviced Offices in our Scope 3 emissions (<i>see appendix 2</i>). We are not currently directly measuring (the optional) employee teleworking emissions but we are recording the proportion of employees who have 100% renewables / carbon offset home energy plans (see Appendix 1). Due to COVID-19 restrictions, included emissions in 2020 & 2021 were very low.	
Baseline year emissions	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0
Scope 2	0
Scope 3	1.7 (calculated using previous methodology)
Total Emissions	1.7

Year: 2021	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0
Scope 2	0
Scope 3	4.3 (calculated using previous methodology)
Total Emissions	4.3

Current Emissions Reporting

Year: 2022	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0
Scope 2	0
Scope 3	53.3
Total Emissions	53.3 (previous methodology 20.6)
Emission/employee	2.3 (23 employees)
Carbon Offsets	21 (see appendix 3) (calculated under old methodology, balance of offset made in 2023 once recalculated)
Net Carbon	0

Year: 2023	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0
Scope 2	0
Scope 3	89.2
Total Emissions	89.2
Emissions/employee	3.2 (28 employees)
Carbon Offsets	90 (+32 for recalculated 2022 emissions)
Net Carbon	0

Year: 2024	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0
Scope 2	0
Scope 3	98.4
Total Emissions	98.4
Emissions/employee	3.2 (31 employees)
Carbon Offsets	100
Net Carbon	0

Emissions reduction targets

In addition to achieving Net Zero through offsetting our Scope 3 emissions, we have adopted the following carbon reduction target.

We project that carbon emissions per employee will decrease over the next five years to 2.5 tCO₂e by 2030. This is a reduction of 22%.

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2000 baseline.

- Carbon offset all business travel and serviced office usage
- All company leased vehicles are 100% electric
- Monitoring and reporting of employee's home energy plans implemented to determine the percentage of employees with 100% renewables / offset (*see appendix 1*)

In the future we hope to implement further measures such as:

- Employee incentive scheme to switch to 100% renewables / offset energy plans

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.

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 uses 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.

Signed on behalf of the Supplier:



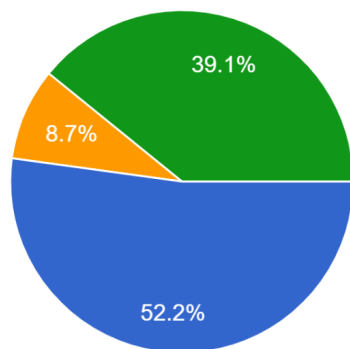
Date: 03/06/2025

Appendix 1 - Employee Home Energy Usage (November 2024)

Question 1 - What energy is used to heat your home?

What energy is used to heat your home?

23 responses

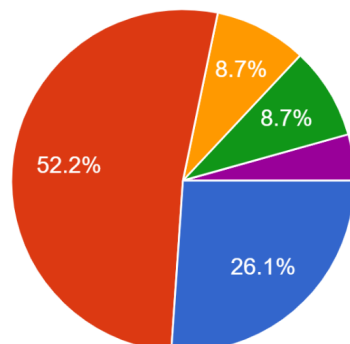


- 100% offset fuel or 100% renewable electricity (irrespective of fuel source & heating type)
- Electricity - heat pump (not 100% renewable)
- Electricity - direct (not 100% renewable)
- Gas (not 100% offset)
- Oil (not 100% offset)
- Prefer not to say

Question 2 - Is your electricity sourced from renewables?

Is your electricity sourced from renewables?

23 responses



- No
- 100% renewables tariff from supplier
- Partially from onsite renewables (eg rooftop solar panels, home wind turbine etc)
- 100% renewables tariff + onsite renewables
- Prefer not to say

Appendix 2 - CO₂e Calculation Methodology

Our Carbon Dioxide Equivalent emissions were calculated using Ecologi Zero. This extracts data from our accounting software Xero and calculates our emissions based on our spend. In general, being a virtual company, almost all staff work predominantly from home, almost eliminating commuting. We use the CO₂e rates supplied by Ecologi for the various categories of spend, except that for staff expenses (which span many categories) we use a weighted average based on analysis of previous years expenditure.

Excluded from our Scope 3 emissions are our staff's home energy usage (although the majority of them source their energy from a renewables tariff, see above).

Previous Methodology

Prior to 2023 we used the Greenhouse Gas Protocol / Quantis Scope 3 Evaluator tool which underestimated our emissions due to limitations in the tool. We have republished this data back to 2022 using our new Ecologi Zero methodology.

Appendix 3 - Carbon Offsetting

Carbon offsetting is not a panacea, as there are significant flaws in many offsetting schemes, including:

- Lack of permanence: (the sequestered carbon dioxide is subsequently re-released into the atmosphere, eg if a planted forest is burned)
- Not additional: if the 'spend' does not materially increase the carbon sequestration happening then it is not genuine offsetting your carbon emissions
- There are not enough carbon sinks for all the current CO₂ emissions
- Carbon offsetting projects can have a detrimental effect on poorer countries

Carbon offsetting therefore can only be a marginal secondary activity to genuine reduction of carbon emissions. It is also essential that any carbon offsetting activities are permanent, additional and local.

Butterfly has taken many steps to reduce our carbon footprint and will continue to do so for both our own emissions and those of our employees.

To supplement those activities, and to offset the small remaining amount of business travel we undertake, Butterfly has decided to use 'My Carbon Plan', a UK-based, non-profit organisation carrying out carbon reduction initiatives in the UK.