



# Carbon Reduction Plan

Company/Supplier name: AMS Media Group Ltd

Publication date: 5<sup>th</sup> March, 2026



## **Our Commitment to Net Zero**

AMS Media Group is committed to achieving Net Zero emissions by 2030.

## **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.

<b>Baseline Year: 2023</b>
<b>Additional Details relating to the Baseline Emissions calculations.</b>
<p>In 2022 we first appointed an independent consultancy to measure our organisational carbon footprint for the year Jan-Dec 2023, and the resulting figures now form the baseline against which all future reporting will be compared.</p> <p>The greenhouse gas accounting standards are fully aligned with the GHG Protocol whereby organisational footprints must include all Scope 1 and 2 emissions, and certain Scope 3 emissions tailored to the environmental and commercial goals. Emissions incorporated within the Scope 3 figure below are for significant purchased goods, water use and waste, business travel, and also employee commuting – but not Media Campaign emissions (the IPA are currently working on measurement methodology).</p> <p>Online sources were used to calculate typical carbon emission values, with conversion factors published by the Department of Energy Security and Net Zero 7/6/23 for 2023 used to calculate the emissions for each element identified - <a href="https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023">https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023</a></p> <p><i>In June 2023 an ISO14001 objective led us to undertake an electricity reduction initiative which resulted in office consumption reducing by circa 10-15% per month for H2 of this baseline year.</i></p>

<b>Baseline year (Jan-Dec 2023) emissions:</b>	
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2e</sub>)</b>
<b>Scope 1</b>	<b>Zero</b>
<b>Scope 2</b>	<b>10.3 tCO<sub>2e</sub></b>
<b>Scope 3</b> <i>Included sources:</i> <i>Water usage</i> <i>Water treatment</i> <i>Business travel</i> <i>Employee commuting</i> <i>Paper usage A4/A3</i> <i>IT equip. purchasing</i> <i>Waste (landfill)</i> <i>Waste (recycling)</i>	<b>19.2 tCO<sub>2e</sub></b>
<b>Total Emissions</b>	<b>29.5 tCO<sub>2e</sub></b>

### 2024 CO<sub>2</sub> Emissions Reporting

<b>Reporting Year: Jan-Dec 2024</b>	
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2e</sub>)</b>
<b>Scope 1</b>	<b>Zero</b>
<b>Scope 2</b>	<b>5.1 tCO<sub>2e</sub></b>
<b>Scope 3</b> (included sources as per 2023 baseline)	<b>14.7 tCO<sub>2e</sub></b>
<b>Total Emissions</b>	<b>19.9 tCO<sub>2e</sub></b>

### Latest CO<sub>2</sub> Emissions Reporting

<b>Reporting Year: Jan-Dec 2025</b>	
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2e</sub>)</b>
<b>Scope 1</b>	<b>Zero</b>
<b>Scope 2</b>	<b>1.1 tCO<sub>2e</sub></b>
<b>Scope 3</b> (included sources as per 2023 baseline)	<b>14.7 tCO<sub>2e</sub></b>
<b>Total Emissions</b>	<b>15.8 tCO<sub>2e</sub></b>



## Emissions Reduction Targets

We have set a Net Zero target by 2030, and as such we are implementing a Carbon Reduction Plan to reduce our Scope 1, 2 & core Scope 3 emissions, as included within our 2023 baseline year, by 60 per cent. This will leave circa 11 tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e), the majority generated by unavoidable Employee Commuting, to offset at 2030 and beyond through the acquisition of verified (e.g. Gold Standard or VCS) carbon credits.

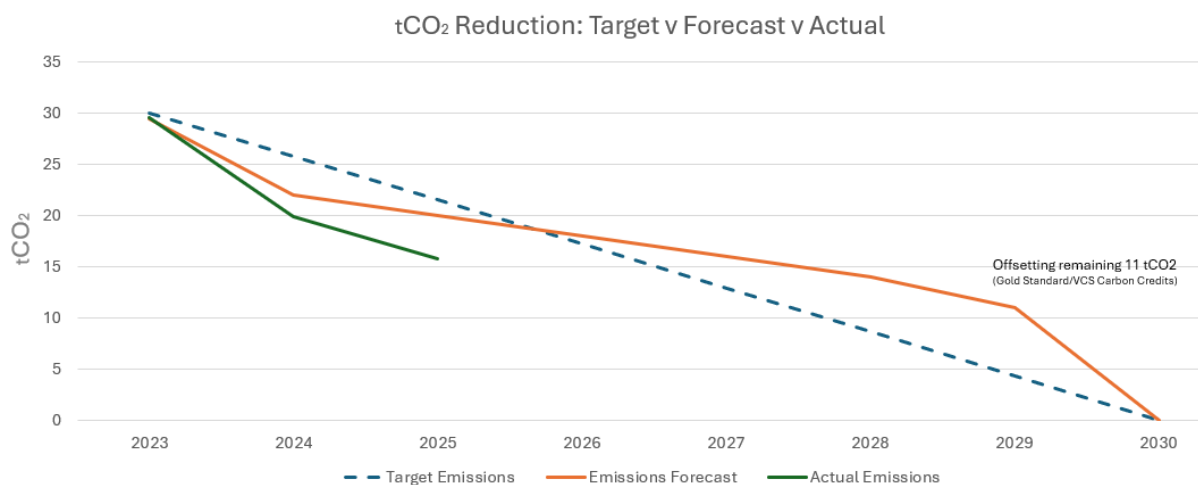
We achieved and exceeded all of our ISO14001 environmental objectives for 2025:

- **Objective 1:** Reduce CO<sub>2</sub> emissions by **15%** versus 2024
  - **ACTUAL: 21% CO<sub>2</sub> reduction**
- **Objective 2:** Reduce waste to landfill by **20%** versus 2024
  - **ACTUAL: 20% landfill waste reduction**
- **Objective 3:** Reduce electricity use by a further **5%** versus 2024
  - **ACTUAL: 14% electricity use reduction**

## Progress Towards Net Zero

The success of our carbon reduction initiatives throughout 2025 has resulted in a further significant decrease in emissions, with total emissions falling to 15.8 tCO<sub>2</sub>e. This represents a 47% reduction compared to our 2023 baseline and a 21% reduction versus 2024.

This continued downward trajectory demonstrates that AMS Media Group is ahead of its planned pathway towards achieving Net Zero by 2030. The most notable reductions have been driven by decreased electricity consumption and the transition to 100% renewable energy, alongside sustained improvements in waste management and operational efficiencies.





## Carbon Reduction Projects

### Completed & Ongoing Carbon Reduction Initiatives

We have implemented several environmental management measures to help set our course for carbon reduction in the years leading to 2030. These include the development of an Environmental Management System (ISO14001 accredited in August 2023), along with the formation of AMS Evergreen - our internal 'green team' - in order to bring ideas and additional focus to the achievement of our environmental goals and Net Zero objective.

A range of office initiatives are in place as a result of these environmental management measures:

- 'Air Con Free' office days (weather permitting)
- Switching all office lighting to LED lightbulbs
- Promoting the switching off of IT equipment (not on 'Standby')
- Switching the office to 100% renewable energy (June 2024)
- Encouraging WFH employees to switch to renewable energy at home
- Switching to recycled paper (A3/A4 and washroom hand towels)
- Switching to eco soaps and detergents across the office
- Expanding recycling facilities, to include soft plastics and coffee cups
- Introducing food waste recycling, considerably reducing landfill waste
- Banning office desk bins to encourage use of central recycling facilities
- Encouraging employees to reduce car/taxi\* use for business/commuting

*\*no business flights have been taken for over 5 years.*

The carbon emission reductions achieved through these initiatives in 2025 have been substantial, delivering a 47% overall reduction in total emissions compared to our 2023 baseline. This significantly exceeds our planned reduction trajectory and reflects the effectiveness of our Environmental Management System and employee engagement initiatives.

### Looking Ahead: 2026 Actions

Across 2026 we will continue to build on this progress through a combination of behavioural change initiatives and operational efficiencies. Key focus areas include:

- Further reducing electricity consumption through reduced dependence on office air conditioning, with increased adoption of 'Air Con Free' days & improved energy awareness.
- Continued optimisation of waste management processes to minimise landfill waste.
- Driving digital-first working practices and print control measures to reduce A4 paper printing
- Encouraging lower-carbon commuting and business travel choices through awareness, policy support, and promotion of the Cycle To Work Scheme.
- Maintaining the benefits of 100% renewable office electricity across the full reporting year.

As many of the major structural changes (such as renewable energy adoption) have now been implemented, future reductions are expected to be more incremental and will increasingly focus on Scope 3 emissions (these remained stable in 2025 versus 2024, reflecting the inherent challenges in more broadly reducing these emissions).

As a result, we have set the following ISO14001 environmental objectives for 2026:

- **Objective 1:** Reduce total CO2 emissions by a further 10% versus 2025
- **Objective 2:** Reduce waste to landfill by an additional 10% versus 2025
- **Objective 3:** Reduce A4 printing paper usage by 20% versus 2025
- **Objective 4:** Reduce electricity use by 5% versus 2025 (energy efficiency)



## 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 Protocol Corporate Standard, using the appropriate UK Government greenhouse gas conversion factors for company reporting (2025).

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.

This Carbon Reduction Plan has been reviewed and approved by the Board of Directors.

**Signed on behalf of the Company/Supplier:**

*Paul Phelps*

**Chief Executive, AMS Media Group Ltd**

**Date: 5<sup>th</sup> March, 2026**

