



# COMMITTED TO OUR MISSION

OPTIMISED IMPACT REPORT  
2024



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# INTRODUCTION

*How wonderful it is that nobody need wait a single moment before starting to improve the world...*

Anne Frank, German Diarist

# A LETTER FROM JAMES WOOD

## Welcome to Optimised's 2024 B Impact Report.

Optimised was founded on the core belief that business must be a force for good. I am proud today to lead a team of dedicated individuals who share that philosophy and are working every day to deliver positive value for our clients, colleagues and communities. This report is a product of our unwavering commitment to this end.

Our mission as energy and climate experts is to support the transition to net zero and beyond. And never has this mission felt so pressing.

2024 was once again another record-breaking year for global average temperatures but the first time it surpassed the threshold of 1.5°C of warming; a worrying watershed for the planet. The effects of climate change were felt on every continent in the form of heatwaves, flooding, wildfires and more, with far-reaching consequences for planetary health and sustainable development. Yet amidst a fractious geopolitical context, environmental and social sustainability has begun to feel at risk of being side-lined, even shunned.

However, as a certified B Corp, we are here to demonstrate the unstoppable force of good business. B Corp itself have released an ambitious strategy for 2025 aiming for all UK businesses to be a force for good within the next ten years. We are very pleased to be one of the earlier trailblazers, leading by example and advocating for environmental and social progress.

The purpose of this report is to demonstrate how we have been working hard towards our own ambitious targets whilst engineering solutions and delivering decarbonisation for other organisations. For the Optimised teams, 2024 was a productive year. It saw us complete the electrification of our company fleet, launch an extensive online Sustainability Hub and deliver energy and net zero strategies for our clients.

Perhaps most importantly, I hope this report demonstrates the potential value that can be created for a business when it nurtures and invests in its people, the planet and sustainable progress.

I am delighted to share with you this chapter on our sustainability journey and look forward to working towards the next.

Thank you for being a part of our sustainable story.



**JAMES WOOD**  
MANAGING DIRECTOR



# HIGHLIGHTS FROM 2024

**EQUIPPING OUR TEAM**

In February we launched our **brand new Sustainability Hub**.

This online, internal resource is supporting our teams to live and work more sustainably.

**CHAMPIONING OUR PEOPLE**

The new **Culture Committee** was established in Bristol and Blackpool to foster togetherness, equality and embrace our values.

**130 colleagues attended the annual Company Conference.**

**SUPPORTING THE PLANET**

**4,404 trees were planted** in our Ecologi forest in 2024.

**146 tCO<sub>2</sub>e offset** via three high quality carbon projects.

**GIVING BACK TO THE COMMUNITY**

**Raised £2,448** for charity.

Supported societal and sustainability efforts through engagement with our YuLife Wellbeing App: **208 meals donated to charity, 13.6kg of plastic removed, 490 trees planted and 109,648 L water donated and 27 causes supported.**

**DECARBONISING OUR BUSINESS**

**Fully electrified our vehicle fleet.**

**Saved 7,489 tCO<sub>2</sub>e** for our clients through Remote Optimisation Centre Services.

**Supported our clients to avoid 248,458 tCO<sub>2</sub>e** through our Renewable Energy Procurement Services.

**LOOKING AFTER OUR PEOPLE**

**19 First Aiders and 9 Fire Wardens** now across our 4 sites.

**Company-wide initiatives for Stress Awareness Month** in April, including annual subscription to stress app to support our employees.





# ABOUT OPTIMISED

We are a team of ambitious and dedicated energy and sustainability experts, committed to delivering high-quality services that benefit our clients, communities and the environment.

Our journey began in 2002 with the evolution of three separate businesses: Optimised Energy, Optimised Buildings and Optimised Spaces. Eventually these three unique propositions combined to become simply, Optimised. The product of hard work, entrepreneurship, acquisition and a passion for innovation, we are very proud of where we are today.

We employ over 130 people across four UK locations but operate internationally. Our clients cover a broad range of sectors and include blue chip companies, public sector organisations, as well as independent renewable generators. We offer a range of consulting, engineering and managed services to support our customers to reduce their carbon emissions, energy costs and consumption.

**Net Zero:** We are supporting organisations to devise robust net zero strategies by coupling our strategic and analytical expertise with hands-on experience, guiding them in setting climate targets and reducing emissions effectively, while building a foundation for long-term sustainability. As part of our comprehensive net zero approach, we support companies at all stages of their net zero journey: from emissions calculation and climate risk assessment to carbon reporting, implementation of emissions reductions and carbon offsetting.

**Building Optimisation:** We are assisting businesses to reduce costs and improve building efficiencies through services such as BEMS Optimisation, Energy Analysis, Metering, Remote Optimisation and IoT.

**Utility Management:** Through our expertise in Utility Procurement, Cost Recovery, Utility Bureau and Tenant Recharging, we are helping our customers to understand and control utility costs.

## INNOVATION. DECARBONISATION. IMPACT.



# WHAT DRIVES US



### CUSTOMER INTIMATE

Deep and long-lasting partnerships built on mutual trust and ethical standards.



### OWN THE OUTCOME

Maintain quality standards, with the aim of improving service levels, partnership value and responsibility for the environmental impact of our actions.



### DO THE RIGHT THING

Uphold the highest standards of integrity and ethical decision-making, even in the face of adversity.



### INNOVATE

Embrace and drive positive change, constantly seek improvement and find sustainable solutions.



### TEAMWORK

Big enough to be accountable and small enough to care about every client, the communities around us, and the world we live in.



# OUR STRATEGY

*An ounce of practice is worth more  
than tonnes of preaching.*

Mahatma Gandhi

## TO PRACTICE WHAT WE PREACH..

We believe in setting an example through ambitious goals and the creation of positive value both inside and outside our business. We have a responsibility to our people, to our planet and to sustainable progress in our field. Our sustainability strategy is driven by this conviction and guided by the following commitments and best practice initiatives:

### NET ZERO

We are committed to achieving net zero by 2030. This is 20 years ahead of the Paris Agreement target.

We have set a science-based target to reduce our Greenhouse Gas (GHG) emissions in line with the latest scientific consensus for limiting global heating to 1.5°C above pre-industrial levels. Our target was validated by the Science Based Target initiative (SBTi) in 2022.



**NET ZERO | 2030**

### B-CORP

B-Corporations (or B Corps) are a growing group of companies who are reinventing business by pursuing purpose alongside profit. Optimised has been certified by B Lab (the not-for-profit behind B Corp movement) as having met rigorous social and environmental standards.

Being a B Corp means continually striving for improvement and we use the B Impact Assessment to refine our policies and strategies, ensuring that we align with the highest standards of social and environmental performance, transparency and accountability.







SUSTAINABLE DEVELOPMENT

Our internal sustainability strategy is guided by the United Nations Sustainable Development Goals (SDGs). These goals serve as a comprehensive roadmap for global peace and prosperity by 2030. There are 17 goals laid out by the UN in 2015 which are designed to tackle issues such as poverty, inequality, environmental degradation and injustice, in order to provide a framework for addressing the most pressing global challenges.

Through rigorous materiality assessments, which we have repeated in 2024, we have identified three SDGs most relevant for our organisation, assessing each against their alignment with our business values, stakeholder priorities and potential for impact:

- SDG 7:** Affordable and Clean Energy
- SDG 8:** Decent Work and Economic Growth
- SDG 12:** Responsible Consumption and Production

For each we have developed specific aims, objectives and timelines to guide our progress against sustainability initiatives.

**SDG 13:** Climate Action is also a material goal for our business, notably through its client work. But also, where we can, our voluntary work is focused on contributions to climate initiatives outside our business.



THE RESPONSIBILITY OF A B CORP

Optimised is proud to have been a certified B Corporation since 2022, demonstrating our unwavering dedication to using business as a force for good.

To certify as a B Corp requires a commitment to our company’s impact on its stakeholders, now and in the future. It is required that this commitment be built into the legal structure of our organisation, and that we meet rigorous social and environmental standards. Being a B Corp is hugely important to our team; a team which is continually advocating for a more sustainable future as part of the work that it does.

Our 2025 recertification is underway...

The B Impact Assessment is carried out every 3 years. Our first impact assessment Score was 86.3. Since then, we have strengthened our policies, deepened our impact, and further embedded B Corp principles into our strategy:

**Governance:** We have formalised our commitment to balancing purpose and profit by integrating social and environmental impact into our governance framework. Transparency and accountability remain central to our leadership approach, ensuring long-term sustainability takes precedence over short-term gains.

**Workers:** Our commitment to employee well-being has led to enhanced benefits, including improved parental leave, mental health support, and flexible working policies. We have expanded professional development programmes and strengthened diversity and inclusion initiatives.

**Community:** We continue to deepen our impact through increased volunteering opportunities, sustainable procurement practices and a charitable donations policy that supports organisations aligned with our values.

**Environment:** Sustainability is at the core of our operations where we focus on improving energy efficiency, reducing waste, and implementing responsible resource management practices, while strengthening reporting and accountability measures to track and enhance our impact.

**Customers:** Ethical business practices guide our customer engagement strategy, with a focus on transparent marketing, data protection, and responsible service delivery. We strive to go beyond service provision, delivering solutions that drive positive change.

The recertification process is currently underway, and we anticipate a revised score in mid 2025. This year, B Lab will publish an update to its standards, the aim of which is to better address current social and environmental challenges. The new standards will provide clear and impactful requirements for companies to meet to demonstrate leadership and achieve systemic change.

**We remain dedicated to raising the bar, continuously improving our impact, and demonstrating leadership in responsible business.**







# PEOPLE

*Treat employees like they make a difference, and they will.*

Jim Goodnight,  
CEO and Co-Founder of SAS Institute



## 2024 GOALS & PROGRESS

We recognise that the success of any business depends on its people. Happy teams are more likely to be resilient and productive. In 2024, the wellbeing of our colleagues was high on the agenda as we continued to invest in the development of a supportive and rewarding environment in which our people can thrive.

Our goals are linked to the Sustainable Development Goal Number 8: Decent Work & Economic Growth.



*Our aim: To create an inclusive, safe, and supportive working environment, so that we can attract and develop talented people who share our company values.*

WHAT DO WE WANT TO ACHIEVE?	HOW ARE WE DOING?	WHAT ARE WE DOING ABOUT IT?
 Educate our people on the value of sustainability and encourage engagement throughout the year of 2024.	<div>Completed</div>	We launched the online Sustainability Hub in February, which is providing a continous resource to our teams on our internal sustainability initiatives, as well as providing support for them to lead more sustainable lives outside of work.
 Create an inclusive, safe and supportive working environment for our people	<div>On Track</div>	<p>In 2024 we launched new Culture Committees in Bristol and Blackpool to increase inclusivity and alignment with our company values, and to deliver more employee events.</p> <p>We carried out another BeHEARD survey to listen to our people and continue improving policies and practices in the workplace.</p>

# POLICIES & BENEFITS


In an effort to prioritise our people, we have been continually updating our benefits package. In 2024, we continued to focus on wellbeing as well as opportunities to incentivise and support our teams to make more sustainable choices and limit their environmental impacts. Below is our updated 2024 benefits package:



# INTERNAL COMMITTEES


At Optimised, we believe in fostering a work environment that promotes wellbeing, sustainability, equality and innovation. To achieve these objectives, we have established several internal committees dedicated to addressing key areas and driving positive change within our organisation.

### WELLBEING



The Wellbeing Committee is dedicated to cultivating a supportive and comfortable work environment where every employee feels valued, supported and connected. It raises awareness about wellbeing and provides resources for employees in times of need. Additionally, the committee oversees the training of Mental Health First Aiders across all locations, ensuring accessible support for all staff members.


### JUSTICE, EQUALITY, DIVERSITY, AND INCLUSION (JEDI)



The JEDI Committee is dedicated to fostering a diverse, equitable and inclusive workplace culture at Optimised. With a focus on addressing systemic issues and promoting awareness, the committee provides a safe space for employees to seek support and advice related to justice, equality, diversity and inclusion.

Through research, initiatives and engagement events, the committee champions diversity and inclusion efforts contributing to a stronger organisational culture. During Pride Month, the Bristol team marked the occasion with a river cruise including a quiz on LGBTQ+ and Bristol trivia. The month served as a reminder of our commitment to diversity and inclusion, enabling us to reflect on progress and how we can continue to improve.


### SUSTAINABILITY



Our Sustainability Committee is the driving force behind our Internal Sustainability Strategy. It oversees our carbon reduction targets and footprint calculation and is dedicated to integrating sustainable practices into every aspect of our operations and making a positive impact on our environment and society.

It integrates sustainable practices into our core strategies and company policies to ensure we fulfil our commitment to a more sustainable future. In 2024, it launched the internal Sustainability Hub and is responsible for ensuring that this valuable resource is updated and continues to support our colleagues to live and work more sustainably.

### SCIENCE, TECHNOLOGY, ENGINEERING, AND MATHEMATICS (STEM)



The STEM Committee aims to inspire and educate the next generation of innovators through collaboration with educational entities and groups.

In 2023, the committee partnered with the University of Central Lancashire (UCLan) to equip final-year business students with key business skills for their future careers. Led by Corinne Boddy, Head of Business Development and STEM Engagement Leader at Optimised, the “University Global Challenge” aimed to inspire the next generation of climate business professionals.

After an intensive 8-week collaboration with around 20 students, Saviru Hansitha-Galagedera was awarded a paid internship in Sustainable Business Development at Optimised in 2024. This enabled him to use his new-found skills in a professional setting. We are proud to be empowering and nurturing future leaders in sustainability.

### NEW CULTURE COMMITTEE

**In 2024, Culture Committees were established in our Bristol and Blackpool offices. We strongly believe that a company’s success depends on its culture, and we are very proud of the values enshrined in our business.**

The role of these committees is to nurture the special culture we have at Optimised by bringing people together, organising events, listening to our people and enabling an environment for our people to thrive.



# NURTURING OUR TEAM

## THRIVING TOGETHER

In 2024, we introduced a new company-wide programme called Thriving Together, designed to empower each of us to take an active role in our own happiness, as well as create the right environment at work for us to flourish. Throughout the year, we hosted a series of manger-focused workshops, run by an external specialist from The Happy Business School. The sessions took us on a journey of reflection, self-awareness and curiosity, working together to develop our leadership skills.

*“The day was led brilliantly by Carly, who set some interesting tasks designed to get us talking and coming up with commitments we could all make to improve things within the business. We didn’t shy away from the challenges we’re currently facing but it was well tailored to ensure that we focussed on solutions. It was great to spend time with people outside of my team, to see how different approaches are made elsewhere in the business”.*

**Debbie, Head of Cost Recovery.**

## STRESS AWARENESS MONTH

Across the month of April, we focused on prioritising our mental wellbeing with a series of events aimed at equipping us with the tools and support we need to deal with stress, both personally and professionally:

**National Pet Day, April 11th:** Studies have shown that the presence of pets can significantly reduce stress levels and boost morale. Colleagues were invited to bring their pet to work for the day.

**Team Stress Check-ins:** Managers set up sessions for their teams to come together, share experiences, express any concerns and most importantly, have the opportunity to support one another.

**Stresscoach App:** Colleagues were offered a year’s subscription to the Stresscoach App. The app is packed with resources and tools to help better manage stress and enhance overall wellbeing.

## EMPLOYEE CONFERENCE

In 2024, we held our annual company conference, which was attended by 130 people. The event included team building challenges, social activities and an awards ceremony to recognise team members who truly embody our values and have made exceptional contribution to the business.

## BEHEARD

In early 2024 we ran our BeHeard Engagement Survey and shared the results with our team. We run this survey to listen to our people and identify areas to work on. Participation rate was 71% and we were pleased to find that the majority of our employees, above the UK average, are engaged at Optimised. In particular, employees were driven to help the company achieve its goals.

# COMMUNITY CONTRIBUTIONS

Our teams are very active in our local communities and support a range of charities throughout the year. This year we raised over £2,000 for our chosen charities. It is important to us to nurture our own sense of community as a team and to give back to the wider community around us. Here we share some charitable highlights from 2024.

## OUR CHARITIES

Our main charitable donations figure was distributed across the following important charities:

**Focus Ireland:** A homeless charity working in Ireland.

**Homeless Hounds:** This important UK charity finds loving homes for stray dogs.

**Hospitality Action:** This charity helps people working within the hospitality sector, providing financial support, advice and mental health resources.

**inHope:** Our main charity supports people in Bristol with homelessness, hunger, addiction and poor mental health.

**Marie Curie:** A donation was made to Marie Curie in honour of a business contact that sadly passed a way.

**Mission Christmas:** We supported B&M Christmas Toy appeal to help ensure every child gets a gift at Christmas.

**Movember:** Money was raised in November to support awareness raising on important men’s health issues.

**WalktheWalk:** In 2024 we supported the Moonwalk for cancer charity.

£3,448

Raised for charity in 2024

## MICROHIVE AWARD

In addition to our main charitable donations, employees have the opportunity to donate the pennies from their salary each month.

A maximum of 99 pence, this small monthly donation can make a big difference. Microhive (formerly know as Pennies from Heaven) has raised £8m for more than 800 charities. In 2024, Optimised was awarded the Platinum Pennies from Heaven Award which recognised our outstanding contributions as a team to their mission.



microhive



THE 2024 VOLUNTEERING AND PERSONAL FUNDRAISING CALENDAR

InHope Day Centre

Emily, Sean and Viktoriia joined our Bristol charity partner, InHope, to help at The Wild Goose Day Centre - a drop-in centre providing meals, support and hope to individuals experiencing hardship.

The London Landmarks Half Marathon

Senior Applications Specialist, Mick, ran the London Half marathon in April to support Epilepsy Action. 80 people are diagnosed with this illness every day in the UK and the charity does vital work supporting those coming to terms with their diagnosis.

Million Steps for Diabetes

Project Coordinator Tracey stepped up to the challenge to raise money for a cause close to her heart. Diabetes UK funds life-changing research and provides vital support to those living with Diabetes.

The Great Bristol Run

Recharging Analyst, Nicky ran the Bristol Half Marathon on behalf of Caring in Bristol, a local charity that supports the homeless. Their work ranges from homelessness prevention, youth support, training and 1-2-1 support for those in insecure housing.

Laughing Yoga Workshop

Bringing a boost of serotonin, the workshop offered the team a raucous reminder of the power of laughter; from boosting our immune systems and reducing stress, to improving overall mood.



Supporting Shelter UK

Our colleague Samantha tested her nerve scaling one of the UK's biggest rollercoasters, the Big One in Blackpool, in aid of Shelter UK. The charity works tirelessly to provide support and assistance to those facing homelessness and housing issues across the country.

Blood Donation Drive

In July we participated in a Blood Donation Drive in support of local hospitals and healthcare facilities. Not only does this save lives and support our healthcare system but donors, like our colleague Abdul (pictured), received free health screening and learned that regular blood donations can help reduce the risk of heart disease, boost new blood cell production and provide that wonderful feeling that comes with contributing something positive.

Cancer Research UK

Business Development Manager, Sue walked 100 miles in the month of May in memory of her late mother and to support vital cancer research.

Christmas Toy Appeal

Our Blackpool Office collected toys for a local charity for Christmas. The important mission was to ensure that every child in the local area received a gift at Christmas.



Jack's Movember

Raising money for Orchid Cancer Charity, our colleague Jack shunned the razor for the month of November.



# PLANET

*We do not inherit the earth  
from our ancestors, we  
borrow it from our children*

Native American Proverb

## THE PLANETARY CRISIS

Today the world faces a “triple planetary crisis” of climate change, nature & biodiversity loss, and pollution & waste. All intrinsically linked, they require urgently global action if we are to have a viable future on this planet<sup>1</sup>.

2024 marked an ominous milestone for climate change. It was confirmed as the warmest on record, reaching 1.55°C of warming above pre-industrial levels, surpassing for the first time the scientific limit of 1.5°C, with every year in the last ten being record breaking for global average temperature<sup>2</sup>. Climate change poses an increasing threat to planetary health and human life.

These rising temperatures are driving extreme weather events, glacier retreat and sea-level rise, significantly impacting health<sup>3</sup>, food security<sup>4</sup> and the global economy<sup>5</sup>. Drastic emissions reductions and a transition to renewable energy are critical to mitigating escalating climate risks.

Time is no longer on our side<sup>6</sup>. However, in order to avoid permanently breaching the 1.5°C threshold and incurring the most catastrophic impacts of climate change, the Intergovernmental Panel on Climate Change (IPCC) recommends that global emissions be reduced 43% (from a 2019 baseline) by 2030 and reach net zero by 2050<sup>7</sup>. The UK government has legally committed to reducing GHG emissions by 78% by 2035 and reaching net zero by 2050.

Climate change as well as increased urbanisation, global trade and land-use change are also impacting alarming rates of nature and biodiversity loss. Up to 1 million species are at risk of extinction today<sup>8</sup> and a reported 3.7 million hectares of tropical primary forest was lost in 2023<sup>9</sup>. Tackling challenges related to nature and biodiversity is also fundamental for future generations and an important aspect of achieving the UN Sustainable Development Goals.

This is also the case for waste and pollution. Every year across the globe nearly two billion tonnes of municipal solid waste is generated<sup>10</sup>. This is not inclusive of waste from agriculture, construction, commercial and industrial activities or healthcare. 8.1 million deaths globally were attributed to air pollution<sup>11</sup> and 2024 saw continued headlines in the UK devoted to the crisis of contaminated waterways and the associated ecological harm. These escalating challenges have a damaging impact on the environment and human health. Consequently, there is an urgent need for more sustainable resource use, and reduced pollution and waste from human activities.

We recognise that we have a responsibility to act to limit the impacts we have on the environment as a business. But we also have an important job, as advocates for the planet, as energy engineers and climate change advisers, to support others to deliver positive progress for the planet.

1. <https://unfccc.int/news/what-is-the-triple-planetary-crisis>  
2. <https://wmo.int/news/media-centre/wmo-confirms-2024-warmest-year-record-about-155degc-above-pre-industrial-level>  
3. <https://www.who.int/news-room/fact-sheets/detail/climate-change-and-health>  
4. <https://www.worldbank.org/en/news/feature/2022/10/17/what-you-need-to-know-about-food-security-and-climate-change>  
5. <https://www.weforum.org/stories/2021/06/impact-climate-change-global-gdp/>  
6. Inger Andersen, UN Environment Programme Chief, 2025  
7. <https://www.ipcc.ch/assessment-report/ar6/>  
8. <https://www.who.int/europe/news-room/fact-sheets/item/nature-biodiversity-and-health>  
9. <https://gfi.org/latest-analysis-deforestation-trends>  
10. [https://www.developmentaid.org/api/frontend/cms/file/2023/03/global\\_waste\\_management\\_outlook\\_2024.pdf](https://www.developmentaid.org/api/frontend/cms/file/2023/03/global_waste_management_outlook_2024.pdf)  
11. <https://www.stateofglobalair.org/resources/report/state-global-air-report-2024>



# NET ZERO

The IPCC defines net zero as the point at which human-caused carbon dioxide (CO<sub>2</sub>) emissions are balanced globally by human caused CO<sub>2</sub> removals over a specific time. It recommends that global net zero be achieved no later than 2050 but that interim targets be achieved to make limiting global temperature rise to 1.5°C possible.

The transition to net zero emissions is where we believe we can make the most material difference to our own environmental impacts and those of our customers.

We believe the urgent climate imperative requires that we be as ambitious as possible with our sustainability targets. **Therefore, we are committed to achieving net zero by 2030 through the B Corp Climate Collective and the SME Climate Hub.**

As part of this ambition, we have set a set a science-based target for emissions reductions through the SBTi, which was validated in 2022.

Below are our commitments:



**To reduce Scope 1 and Scope 2 GHG emissions by 42% by 2030 from a 2020 base year, and to measure and reduce our Scope 3 emissions.**



**To achieve net zero emissions by 2030.**



## WHAT IS A SCIENCE-BASED TARGET?







A Science-Based Target (SBT) is a corporate goal to reduce emissions based on scientific evidence. This is important because the global scientific goal of net zero by 2050 is predicated on a trajectory of global emissions reducing rapidly to avoid expending the global carbon budget. The AR6 Synthesis Report: Climate Change 2023 by the IPCC warned that, to keep within the 1.5°C limit, emissions need to be reduced by at least 43% by 2030 and 60% by 2035.

# GOALS & PROGRESS



Our goals are linked to the Sustainable Development Goal Number 12: Responsible Consumption & Production and SDG 13: Climate Action.

We have previously achieved our goal of zero waste to landfill and make every effort to minimise our impact on the planet.

WHAT DO WE WANT TO ACHIEVE?	HOW ARE WE DOING?	WHAT ARE WE DOING ABOUT IT?
 Reduce absolute Scope 1 and Scope 2 GHG emissions by 50% by 2025 from a 2020 base year.	<div><div></div></div> On Track	In 2024 we completed the electification of our fleet.
 Measure and reduce our Scope 3 emissions (excluding offsets) by 2025.	<div><div></div></div> On Track	We are measuring our material Scope 3 categories and continue to improve calculations, processes and decarbonisations strategies.
 Achieve net zero GHG emissions by 2030.	<div><div></div></div> Some progress	We have made great progress in Scope 1 & 2 decarbonisation. Now we are looking at Scope 3. We know our biggest emissions hotspot lies in Purchased Goods & Services. It is also one of the most challenging to address, but it is where we are next focusing our efforts.
 Go paperless by 2025.	<div><div></div></div> Not On Track	Progress has focused on new options for documentation management, with many successes. We are still looking for solutions for some areas of the business reliant on printing for specific reports.
 Align Responsible Sourcing Policy with B Corp.	<div><div></div></div> Completed	Our new Responsible Sourcing Policy is in place.
 Increase the percentage of employees using their paid volunteering.	<div><div></div></div> On Track	Team members in Bristol and Blackpool participated in volunteering actions across 2024.



# ACCOUNTING FOR OUR IMPACT

## EMISSIONS INVENTORY

Our emissions inventory includes GHG emissions from Scopes 1, 2 and 3. To determine which Scope 3 categories were relevant to our business, we conducted a screening assessment and included emission sources for which accurate data was available. These sources are Category 1: Purchased Goods & Services; Category 3: Fuel– and Energy-Related Activities; Category 5: Waste Generated in Operations; Category 6: Business Travel (including Hotel Stays); and Category 7: Employee Commuting (including Homeworking).

2024 Emission Source	tCO <sub>2</sub> e (Market-Based)	tCO <sub>2</sub> e (Location-Based)	% of Total
Scope 1			
Natural Gas	3.56	3.56	0.13%
Business Travel	15.65	15.65	0.55%
Scope 2			
Purchased Electricity	0	7.07	0.00%
Scope 3			
Purchased Goods and Services	2696.68	2696.69	94.81%
Fuel - and Energy-Related Activities	0.59	2.92	0.02%
Waste Generated in Operations	1.92	1.92	0.07%
Business Travel	6.86	6.86	0.58%
Hotel Stays	9.52	9.52	
Employee Commuting	78.95	78.95	3.76%
Homeworking	28.12	28.12	
Out of Scope (Biogenic)	2.31	3.93	0.08%
TOTAL	2844.15	2855.17	100%

# ACCOUNTING FOR OUR IMPACT

## YEAR-ON-YEAR PROGRESS

For annual comparability, we have used the number of full-time employees (FTE) as an intensity metric, spanning from 2021 to 2024. The tCO<sub>2</sub>e emissions from each source were divided by this intensity metric, yielding normalised and comparable values across the board. Furthermore, we’ve included the percent-age change of total emissions, comparing the current year with both the previous two years and the baseline year of 2021.

Emission Source	2024 tCO <sub>2</sub> e (Market-Based) tCO <sub>2</sub> e/FTE	2023 tCO <sub>2</sub> e (Market-Based) tCO <sub>2</sub> e/FTE	2022 tCO <sub>2</sub> e (Market-Based) tCO <sub>2</sub> e/FTE	2021 tCO <sub>2</sub> e (Market-Based) tCO <sub>2</sub> e/FTE	% Change 2024 vs 2023	% Change 2024 vs 2021
Scope 1						
Natural Gas	0.03	0.02	0.02	0.05	69%	-52%
Business Travel	0.11	0.12	0.11	0.01	-3%	1022%
Scope 2						
Purchased Electrcity	0.00	0.00	0.00	0.06	0%	-100%
Scope 3						
Purchased Goods & Services	19.54	21.66	26.80	21.99	-10%	-11%
Fuel- and Energy-Related Activities	0.0043	0.0025	0.02	0.02	69%	-80%
Waste Generated in Operations	0.014	0.0001	0.0001	0.0002	20247%	6839%
Business Travel (incl. Hotel Stays)	0.12	0.11	0.18	0.60	13%	-80%
Employee Commuting (incl. Homeworking)	0.78	0.92	0.37	0.58	-15%	33%
Out of Scope (Biogenic)	0.02	0.02	0.05	N/A	-11%	N/A
TOTAL	20.61	22.84	27.55	23.31	-10%	-12%



# OUR TARGETS

Setting clear, defined targets is crucial to steering our environmental efforts and ensuring accountability. By reviewing our yearly progress, we can gauge whether we’re on track to meet our emission reduction goals and focus our efforts on areas needing more attention.

In 2022 we set a science-based target through the Science Based Targets initiative (SBTi). Our target is: To reduce Scope 1 and Scope 2 GHG emissions 42% by 2030 from a 2020 base year, and to measure and reduce Scope 3 emissions. This target was validated. In addition to this, we have in place our own more ambitious target to reduce absolute emissions by 50% by 2025, as part of our efforts to raise the bar and act with urgency on climate change.

We are pleased to report that we are progressing against our targets though we still have work to do to ensure we achieve them. By the end of 2024 we had electrified our company fleet, the impacts of which will not show in emissions results until next year. Business travel comprises the majority of our Scope 1 emissions.

Target	Target Year	Description	Baseline Year	2024 Emissions (tCO <sub>2</sub> e)	Baseline Emissions (tCO <sub>2</sub> e)	2024 Position Against Baseline
Scope 1						
50% Reduction	2025	Absolute, Medium-Term, SBTi-aligned	2020	19.20	4.079	371%
Scope 2						
50% Reduction	2025	Absolute, Medium-Term, SBTi-aligned	2020	0.00	6.21	-100%
Scope 3						
“Measure & Reduce”	2025	SBTi for SMEs	2021	2822.64	2318.98	22%

# CARBON OFFSETTING PROJECTS

We are deeply committed to reducing our carbon footprint and mitigating our impact on the environment. While we remain committed to reducing our emissions in line with science, we are also committed to offsetting our residual emissions and financing sustainable development. We have offset 146 tonnes of CO<sub>2</sub> equivalent (tCO<sub>2</sub>e), which is all categories of emissions except Purchased Goods & Services, by investing in three projects that we feel align best with our values. Verified by internationally recognised Standards, these projects either avoid or capture carbon but most importantly are designed to deliver social and economic value to the communities in which they operate.



## LANGO SAFE WATER PROJECT UGANDA

Over 21 million people in Uganda are without access to clean water. Communities often rely on unsafe wells, lakes and other open water sources that are potentially contaminated. Many existing boreholes have fallen into disrepair because maintenance programmes have been poorly managed or have proven too expensive.

This project restores existing boreholes and provides training for their continued maintenance. It reduces emissions associated with boiling water to sanitise it. This initiative also addresses gender equality and has become the first ever project with Gold Standard Gender Responsive certification.



## BIOCHAR SMALLHOLDER FARMER PROJECT INDIA

The regions of Assam and Odisha face severe ecological challenges due to unsustainable agricultural practices, with monocultures a climate and biodiversity threat. Traditional burning and decay of biomass destroys natural carbon sinks and contributes to local pollution and biodiversity loss.

The project turns agricultural waste, such as bamboo, woody trimmings, corn cobs, rice straws etc (that would usually be left to decay or be burned) into biochar, using a method called pyrolysis. Biochar is a highly stable, carbon-rich material which can be mixed with manure and applied to soils enhancing their fertility and carbon storage capabilities. By doing so, it increases carbon storages, improves agricultural practices and environmental health.





# TIST - SMALLHOLDER AGROFORESTRY PROJECT UGANDA

The International Small Group and Tree Planting Program (TIST) empowers Small Groups of subsistence farmers in Kenya, Tanzania and Uganda to combat the devastating effects of deforestation, poverty and drought.

An entirely voluntary scheme for small landowners, farmers receive a payment per tree every year, plus a 70% revenue share from the sale of carbon credits produced by the trees, as a direct cash payment. Currently there are 22,580 participants across 1,641 villages in Uganda. In addition to this, the products from the trees (fruits, nuts, fodder, traditional medicines, sustainable wood products, etc) provide additional income and value to the farmers.



# THE OXFORD PRINCIPLES OF NET ZERO ALIGNED OFFSETTING

We believe that our focus should be on steep carbon cuts across our value chain, but also recognise the role that offsetting plays in achieving net zero. We follow the Oxford Principles to ensure that our offsetting strategy is aligned with industry best practice:

- Cut emissions, use high-quality offsets, and regularly revise offsetting strategy as best practice evolves
- Shift to long-lived storage
- Shift to carbon removal offsetting
- Support the development of net zero-aligned offsetting

# SUSTAINABILITY INITIATIVES

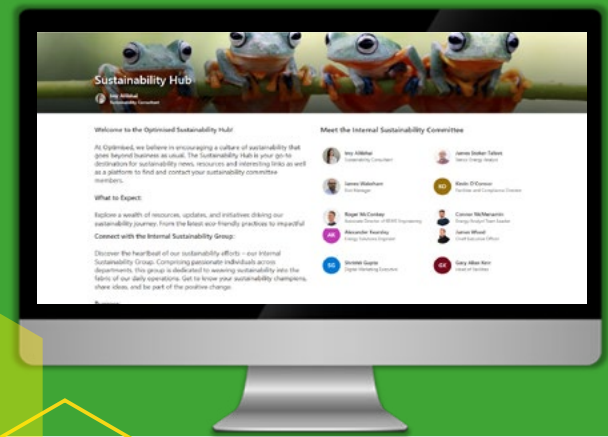
Where we can, we roll up our sleeves and get our hands dirty in the fight against climate change, and we are creating a movement internally to inspire each other to make a difference.

## THE INTERNAL SUSTAINABILITY HUB

In February 2024, we launched our internal online Sustainability Hub.

The Sustainability Hub is more than just a page; it's a movement. Through collaboration, education and innovative solutions, we are aiming to reduce our ecological footprint and contribute to a more sustainable future. We want to weave sustainability into the fabric of our daily operations. To do this, we need to engage and empower our people with knowledge and tools.

The hub is a go-to for sustainability news, resources, tips, conversations, links and details on our Internal Sustainability Committee. It includes links to sustainable products under a range of categories, live feed of relevant social accounts, recordings of our sustainability events, recommended reading and watching as well as so much more to support our teams on their own sustainability journeys.



## VOLUNTEERING WITH THE WYRE RIVERS TRUST

Our Blackpool Culture Committee teamed up with The Wyre Rivers Trust to address the growing challenge of flood defences in the face of climate change.

With higher rainfall because of climate change, flood risk is a serious concern. Conventional engineered flood defences cost millions of pounds, cause massive disruption and, in some instances, have detrimental effects to downstream communities and local wildlife habitats.

Battling through the heaviest rainfall of the year, our team worked to create over 20 brush bundles, which help absorb water flow, reduce erosion and support riverbank stability. The UK Government is aiming to restore 75% of protected sites by 2040 so this is crucial conservation work we were very pleased to be a part of.



## EARTH DAY

This Earth Day our Internal Sustainability Committee spearheaded an all-week "Swap Your Stuff" event across all our locations. The team were encouraged to bring in donations of pre-loved clothes, books, accessories, and more. Colleagues were able to take home anything that caught their eye with the option to donate the estimated price to our charity partner. Anything remaining was donated to a local charity shop.

## SUSTAINABILITY WEEK

Sustainability week was a significant occasion for the Optimised team, with a calendar of educational sustainability-related sessions including: Sustainable Home products – greener alternatives to everyday home products Sustainable Finance – tips on managing money more sustainably Plant-based Eating – the sustainable benefits of a plant-based diet Grow your own – a masterclass on how easy it is to start growing your fruits and vegetables at home.



# PROGRESS IN OUR FIELD

*What you do makes a difference,  
and you have to decide what kind of  
difference you want to make*

Dr Jane Goodall - Scientist & Activist

## GOALS & PROGRESS

We are fundamentally a team of engineers and problem solvers. It is important to us that we are using our innovative nature to drive progress in the field of energy and climate.

Therefore, we have aligned our commitments to the SDG 7: Affordable & Clean Energy. Here we can have impact in driving efficiencies, implementing technological solutions and ensuring that renewable energy and low-carbon solutions are supporting progress for other organisations.

**Our aim:** *To reduce our client's energy consumption and carbon emissions through our Engineering and Remote Optimisation services and offer renewable energy contracts as an alternative through Procurement Services. To reduce our own energy consumption and that of our workforce, switch and incentivise switching to renewable energy, and to improve our means of measuring and reporting energy and carbon.*

7 AFFORDABLE AND  
CLEAN ENERGY



### WHAT DO WE WANT TO ACHIEVE?

Put in place the mechanisms to measure and report total carbon emissions savings by 2024.

Achieve average annual energy savings of at least 10% for our remote and onsite optimisation clients annually.

Encourage our landlords to purchase renewable energy where it is outside of our operational control

30% of employees to make the switch to renewable energy suppliers by 2024.

30% of employees that drive to work to adopt electric vehicles by 2025.

Electrify our company fleet by 2025.

### HOW ARE WE DOING?

On Track

On Track

On Track

On Track

On Track

Completed

### WHAT ARE WE DOING ABOUT IT?

A new holistic data platform is currently still under development. The energy savings achieved for our clients will be made available to view on the data platform which is anticipated in 2025.

Procured 100% renewable energy for our newly located Bristol Office.

We have implemented a Sustainability Allowance Benefit, which provides staff with £50 per year for sustainable products or services.

Company vans are all EVs and we now also offer company cars, all Polestar EVs.



## INNOVATION & TECHNOLOGY

Technological innovation provides huge potential to advance progress on sustainability, increase efficiency and solve some of the challenges of the net zero transition. However, the social and environmental impacts of digital technology are increasing rapidly. We are focused on leveraging technology to promote progress and assist our clients to achieve their goals, whilst considering the importance of circularity in resource use and the avoidance of wasteful consumption.

## WORKING ON CLOSING THE LOOP

We recognise the immense environmental and social impacts technological device procurement and use incurs, such as emissions-intensive raw metals mining, slavery within supply chains and waste at end-of-life.

Accordingly, reusing existing technology was a focus in 2024. We purchased all technological devices for employees through refurbished tech suppliers, including monitors, laptops, and mobile phones.

Furthermore, we are committed to keeping device requirements low; over the year, we purchased 88 refurbished devices in total. We also installed virtual phones on the computers of colleagues who do not handle sufficient call volumes to warrant a dedicated device.

Devices are sent for repairs to Lenovo and Klyk, and any devices deemed beyond repair have been recycled by our repairs partner.

In 2024, Climate Clarity's Digital Collage delivered a workshop at our Bristol office, which raised awareness of the impacts of digital technology and outlined solutions. This helped to engage our colleagues on responsible digital practices and how to create a more sustainable digital world.

## OUR DIGITAL SOLUTIONS

Systems and technology play an increasingly fundamental role in a corporate decarbonisation strategy. Our team are continually innovating and evolving digital tools to better facilitate our customers' journeys to net zero.

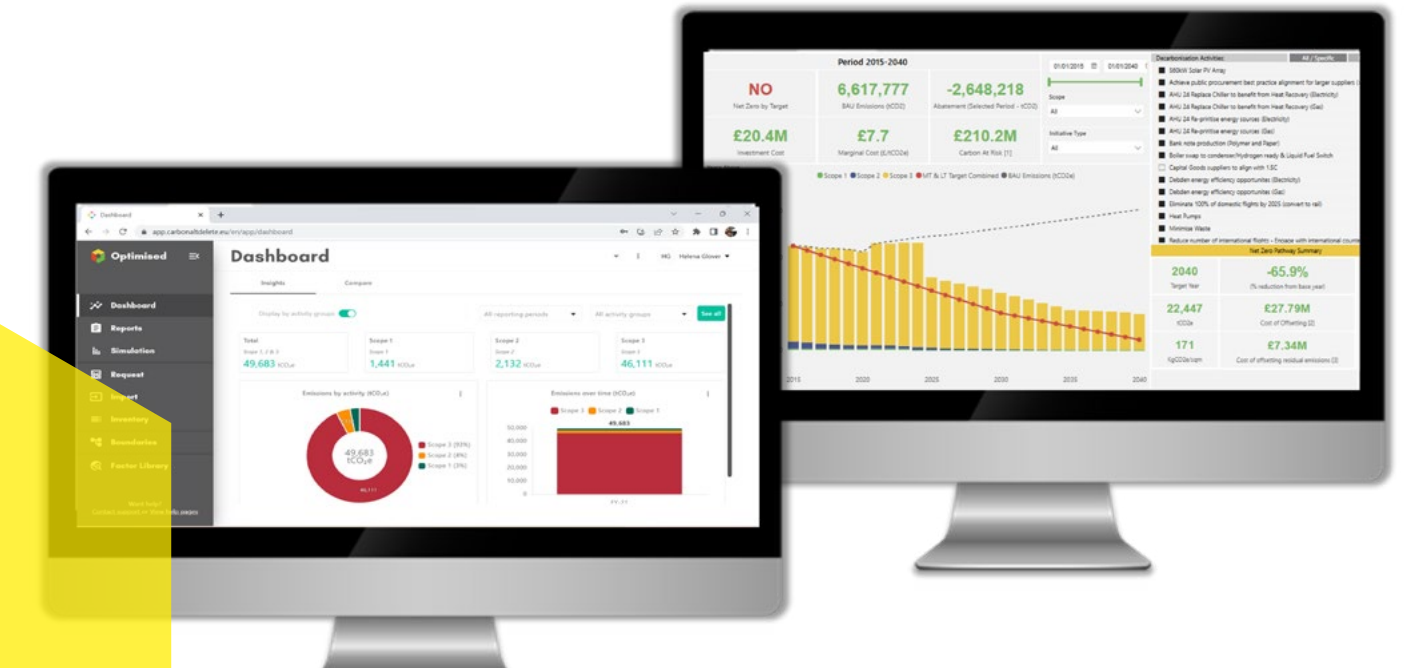
## CARBON TRACKING SYSTEM

Optimised's Carbon Tracking System helps measure and monitor Scope 1, 2 and 3 emissions, compare emissions across periods and sites, and build a credible carbon management and reporting plan. It is offered as a tool alongside the support of our carbon accounting experts.

## CARBON ABATEMENT SIMULATOR

Optimised's Abatement Simulator helps forecast and visualise Scope 1, 2 and 3 emissions into the future alongside the impacts of reduction strategies.

Businesses can then assess alignment with science-based targets and compare the effectiveness of different emissions reduction initiatives. It also enables cost analysis by identifying the marginal cost of abatement for potential reduction initiatives, and it calculates the costs of achieving net zero and offsetting residual emissions.





CLIENT SUCCESS STORIES

# RENEWABLE GENERATION STRATEGY FOR VOLAC IN FELINFACH

Volac Whey Nutrition Ltd are market leaders in providing whey ingredient solutions, and pioneers in the manufacture of whey proteins and derivatives.

CHALLENGES

The company was exploring methods of decarbonisation to support their net zero ambitions. A key part of this journey is the implementation of renewable technologies and on-site electricity generation to reduce reliance on grid-import.

The manufacturing site in Felinfach is a prime location to support renewable generation due to available space, location and long-term position in the business growth plan. The goal was to evaluate a variety of renewable technologies to determine what could work alongside the existing Biomass Plant and an Anaerobic Digester (AD Plant) to support the overall site decarbonisation plans.

SOLUTION

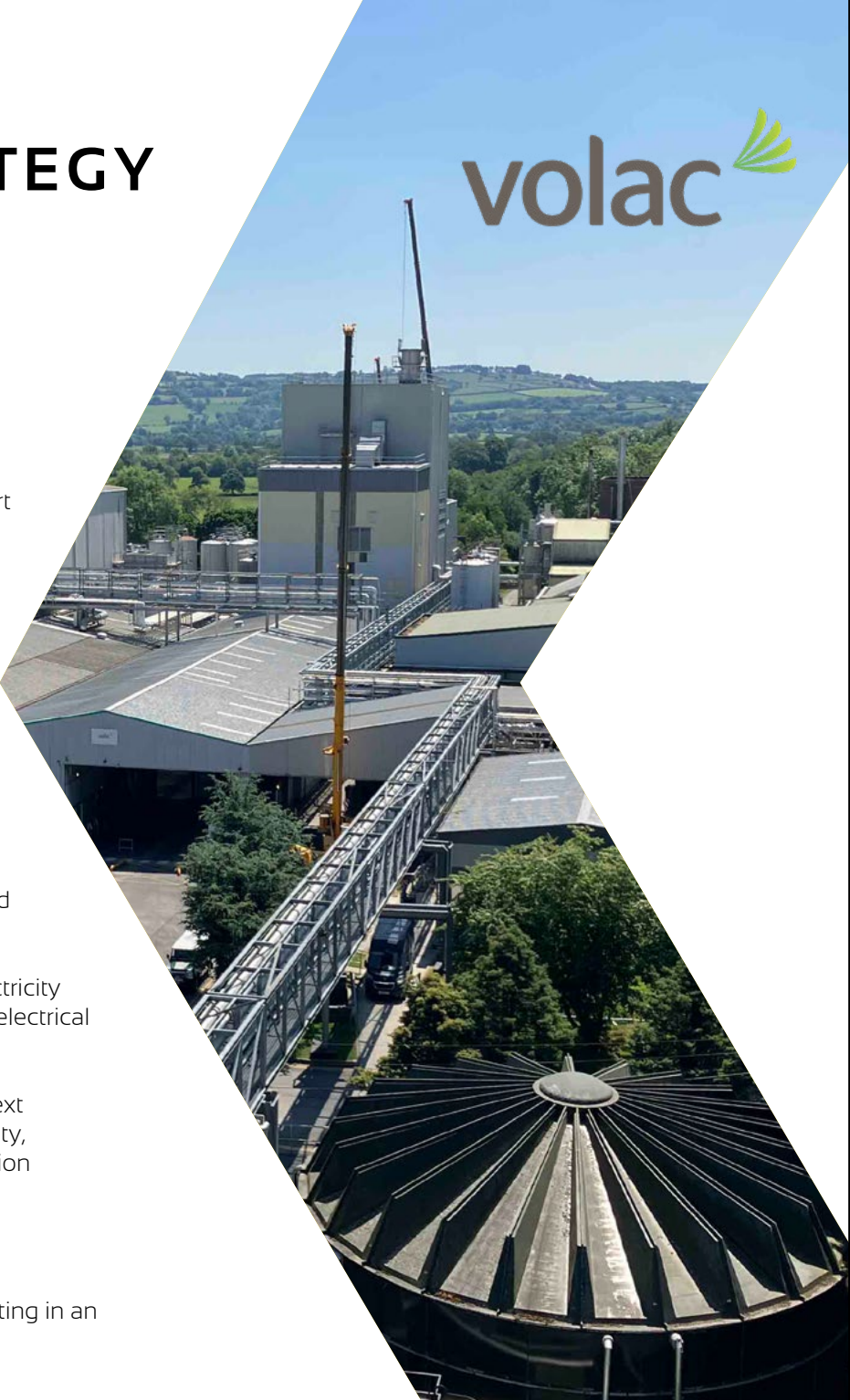
The Optimised team provided a detailed advisory report with a technical appraisal of possible on-site generation technologies, This included a business case for each with cost of implementation, estimated annual energy yields and associated energy and carbon savings.

A combination of solar and wind turbine onsite generation was identified and modelled to support electricity generated through utilisation of gas generated by the AD plant and maximising the existing Biomass electrical generation.

A detailed report of recommendations for solar and wind generation was issued, which included the next steps in developing the long-term renewable strategy at the site, liaising with the local planning authority, and undertaking a review of on-site and off-site constraints for planning permission and DNO connection agreements.

RESULTS

The proposed renewable solutions would provide 100% of the remaining electricity consumption, resulting in an estimated £5.7 million of energy savings and 3.6k tCO<sub>2</sub>e savings.



CLIENT SUCCESS STORIES

# NET ZERO STRATEGY FOR MIDLAND AEROSPACE



Midland Aerospace is a UK-based precision engineering company supplying high-performance components to the global aerospace industry. As a key player in one of the most carbon-intensive sectors, the company recognised the importance of aligning its operations with global sustainability goals.

CHALLENGES

Midland Aerospace needed to establish a credible emissions baseline for Scopes 1, 2, and 3 to form the foundation of their net zero strategy. Formulating carbon reduction targets aligned with the Science-Based Targets initiative (SBTi) required accurate emissions data and a clear understanding of value chain impacts, particularly Scope 3 emissions.

The company also sought to decarbonise its onsite energy use through renewable energy solutions but required expert guidance to evaluate the feasibility, carbon impact, and financial implications of various technologies. Managing these data points and ensuring compliance with reporting frameworks like Streamlined Energy and Carbon Reporting (SECR) required robust systems and tools.

SOLUTIONS

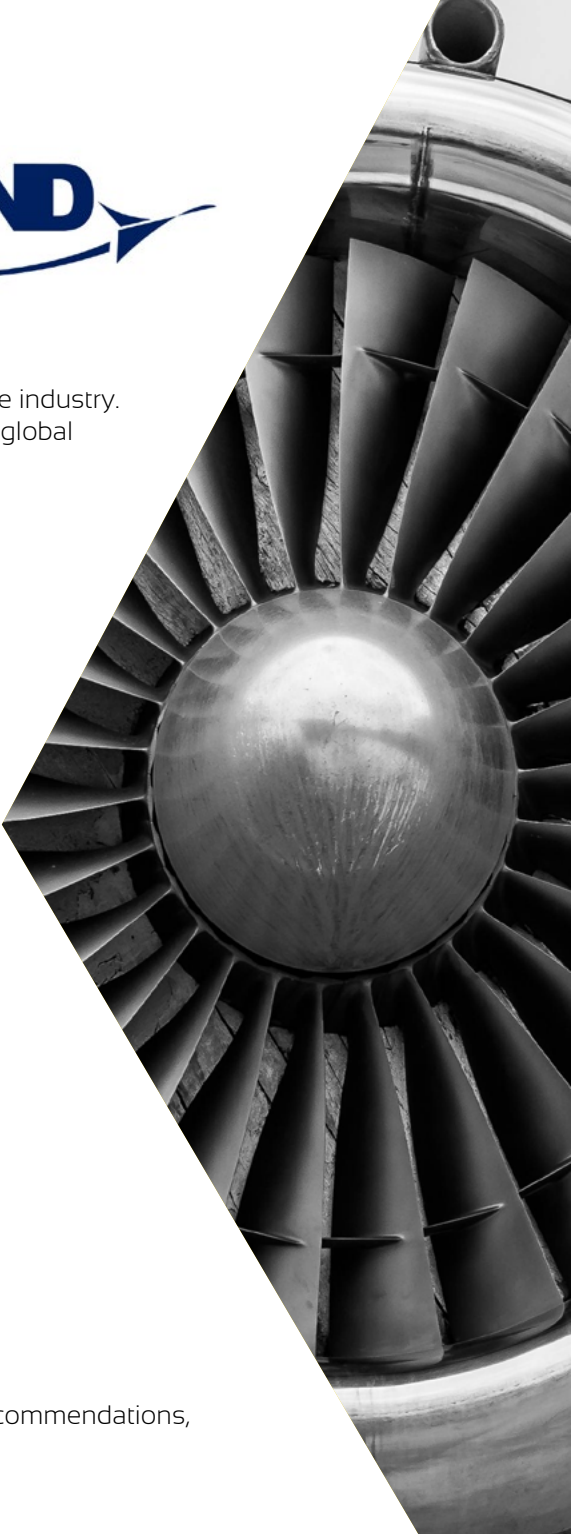
The project began with a materiality assessment to identify the most significant Scope 3 categories, such as purchased goods and services, transportation, and downstream activities. These were included in a comprehensive emissions inventory, covering Scopes 1, 2, and 3, and aligned with the GHG Protocol.

To address upstream emissions, a supplier engagement strategy was proposed, while direct collaboration with Airbus, a key downstream customer, aligned emissions data collection processes. For onsite energy, a renewable energy feasibility study assessed the potential of various technologies, including a solar PV proposal, providing recommendations to optimise sustainability benefits.

To support long-term emissions management, Optimised implemented its Carbon Tracking System, a platform designed to monitor and manage emissions across Scopes 1, 2, and 3 while ensuring compliance with SECR. Using our Carbon Abatement Simulator tool, Midland Aerospace could model the cost and impact of carbon reduction initiatives, visualising different strategies and prioritising the most effective actions.

RESULTS

A comprehensive net zero roadmap brought together all project outputs, including the emissions inventory, analysis, targets, and recommendations, providing Midland Aerospace with a clear and actionable plan to achieve net zero.





# DECARBONISATION ROADMAP FOR A LUXURY HOTEL

The hotel is a distinguished 5-star hotel located in the heart of London.

## CHALLENGES

The hotel recognised the role it will play in national net zero targets and wanted to create a roadmap to contribute via Scope 1 and 2 decarbonisation.

In order to formulate a strategy, it sought support with the following objectives:

- To develop a comprehensive list of near-term energy and carbon saving opportunities with a payback period of less than 2 years.
- To develop a strategy for optimising heating infrastructure to reduce carbon emissions in the medium term, with a payback period of 3-5 years.
- To deliver a programme of energy and carbon saving opportunities that enable the hotel to achieve its long-term decarbonisation goals and work towards net zero.

## SOLUTIONS

Through data collection and analysis, on-site audits, operational assessments and desktop reviews, a clear understanding of energy consumption and distribution on site was obtained. The main energy consuming plant was identified and categorised into key focus areas. Extensive data analysis of operational performance was undertaken using sub-meter data taken from the automatic monitoring and targeting (aM&T) platform, BMS system data, performance reports, maintenance logs and information from discussions onsite.

This in-depth analysis identified a range of energy efficiency opportunities, including LED lighting, thermal insulation, Variable Speed Drives, Control Optimisation, Solar PV, Boiler Optimisation, enhanced metering and optimisation of the BMS.

All recommended opportunities were presented in detail within a comprehensive report to the hotel alongside a summary of the investment required, the potential for energy, cost and carbon saving, and the level of temporary impact to business-as-usual for each.

## RESULTS

The recommendations provided the hotel with the potential to save 19% of its energy consumption, 21% of energy costs and 20% of its carbon emissions from energy use, and to start seeing a return on investment in 2.09 years. This in turn feeds into a robust plan of action to support their strategy for Scope 1 and 2 emissions reductions and net zero.



# WHAT NEXT?

*Do the best you can until you know better. Then when you know better, do better*

Maya Angelou - Memoirist & Poet





# CONCLUSION

Sustainability best practice is continually evolving and therefore, in 2025, we are planning to review and refine our sustainability strategy to ensure that we are in the position to make the most meaningful impact and keep abreast of these ongoing developments.

In 2024, we repeated our materiality assessment to ensure that our strategy continues to be focused on our impacts and where the greatest opportunities for positive change can be found. We have also re-evaluated the SDGs that we focus on and made sure we are fully aligned with the objectives of a B Corp business. We will be implementing the results of this exercise in 2025 with the intention of creating a more focused, streamlined and impactful approach to sustainability.

As we move through the B Corp recertification process, we are reflecting on our progress, identifying opportunities for growth and ways to further embed the B Corp principles even more deeply into our strategy so that it becomes an essential aspect of our decision-making and our company culture. The outcomes of certification, as well as the new B Corp requirements, will likely steer us towards the next areas of priority as a business.

The call to act on climate grows ever more pressing in the wake of rising global temperatures and unprecedented environmental impacts. We see this as the most critical issue of our time and our commitment to our company mission has never been stronger.

Ultimately, it is the people here at Optimised that are driving forward our ambitions and delivering progress for our business and for our clients. Every member of our team has been integral to our achievements to date, and to innovating solutions to overcome the challenges. We thank them for all their hard work.

This is why we remain optimistic about the path ahead and the possibility of a sustainable future. Everyday we witness the power of shared purpose.

**Our intention is to continuously raise the bar, improving our policies and practices in an effort to deliver tangible, positive progress for our people, the planet and our industry.**

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