Deliberate Goals

September 2024 - August 2025.

Our environmental goals

- Committed to measuring and iterating on our emissions data.
- Introduction of a sustainable travel policy.
- Refine the booking and data collection for business travel.
- Support for employees.
- Supply chain engagement.

Our goals

Committed to measuring and iterating on our emissions data.

We are committed to building on the foundational work of this, our first GHG emissions report, and furthering our collaboration with Ecologi, utilising their Ecologi Zero platform to measure our emissions and progress. This process has already enhanced our understanding of our environmental impact, allowing us to identify areas for emissions reductions and operational efficiency improvements. These insights will enable us to implement the progress necessary to monitor performance and assess the effectiveness of emissions reduction initiatives moving forward, supporting our goal of developing sustainable and transparent operations.

Introduction of a sustainable travel policy.

We are already proactive in prioritising the use of public transport, and rail travel is used almost exclusively when business travel is required. Formalising this behaviour within a company travel policy will ensure that it remains common practice as the company scales and the requirement for travel increases. Car and air travel are not currently used, but formalising the company approach and prescribing circumstances in which these options are deemed appropriate, or alternatives should be prioritised, will also help maintain best practices as the company grows.

Refine the booking and data collection for business travel.

Enhancing the process for collecting business travel data presents a high impact, low effort way to enhance the quality of the emissions assessment and reduce the resource burden of compiling the GHG inventory. While public transport is extensively used as the primary means of business travel, data capture around rail and hotel bookings could be streamlined. Reviewing these processes and platforms through which bookings are made will enable us to enhance the quality of our emissions assessment and better track our business travel.

Our goals continued

Support for employees.

As a fully remote organisation, we have several challenges in reducing and measuring our GHG emissions. Office- based companies have the ability to influence and control their utilities, change tariff/provider, or implement energy office efficiency measures. To take action, we need to engage our staff to ensure they champion environmental stewardship both within their decision making at work but also to support them to reduce their own individual emissions in their home working environment. Actions will have varying levels of measurability but that doesn't make their impact any more or less important. We will also look at how we can support employees in making educated decisions about their home energy utilities and and being able to more accurately collect data and estimate emissions associated with home working.

Supply chain engagement.

As previously noted, while enabling a "complete" GHG inventory to be compiled, using a spend-based screening may inflate emissions estimates attributed to the use of freelancers, which is identified as a primary hotspot with our emissions profile. The industry-level emissions factors against which expenditure on freelancers is assigned do not precisely reflect the working habits or emissions profile of individual freelancers working on a contract basis that we use but are instead based on high-level industry data. To address this, we intend to review how we account for our freelancers moving forward and will work with them to understand if they monitor their own emissions and if we can use this data to Iterate on our spend-based screening to advance the quality of their GHG inventory.