

## **CARBON REDUCTION PLAN GUIDANCE**

### **Notes for Completion**

Where an In-Scope Organisation has determined that the measure applies to the procurement, suppliers wishing to bid for that contract are required at the selection stage to submit a Carbon Reduction Plan which details their organisational carbon footprint and confirms their commitment to achieving Net Zero by 2050.

Carbon Reduction Plans are to be completed by the bidding supplier entity and must meet the reporting requirements set out in supporting guidance, and include the supplier's current carbon footprint and its commitment to reducing emissions to achieve Net Zero emissions by 2050.

The Carbon Reduction Plan should be updated regularly (at least annually) and published and clearly signposted on the supplier's UK website. It should be approved by a director (or equivalent senior leadership) within the supplier's organisation to demonstrate a clear commitment to emissions reduction at the highest level. Suppliers may wish to adopt the key objectives of the Carbon Reduction Plan within their strategic plans.

A template for the Carbon Reduction Plan is set out below. Please complete and publish your Carbon Reduction Plan in accordance with the reporting standard published alongside this PPN.

# Carbon Reduction Plan

Supplier name: YouGov plc

Publication date: February 2024

## Commitment to achieving Net Zero

**YouGov plc** is committed to achieving **carbon neutrality** for Scopes 1, 2, and 3 in our **UK** headquarters by **2026** and achieving **net-zero globally by 2050** at the latest. Our **near-term** targets are to achieve a **42% reduction by 2030** for Scope 1 & 2, and a **25% reduction by 2030** for Scope 3.

## 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.

UK emissions are included alongside global emissions.

<b>Baseline Year: FY22 (1 Aug 2021 – 31 July 2022)</b>
<b>Additional Details relating to the Baseline Emissions calculations.</b>
<p>FY20 (ending 31 July 2020) was the first year YouGov was required to publicly report UK carbon emissions and the UK Streamlined Energy and Carbon Reporting (SECR) disclosures for Scope 1, 2 and 3 have been published since the 2020 Annual Report &amp; Accounts. However, as of FY23 (ending 31 July 2023), with the support of external sustainability consultants, YouGov has calculated a global carbon footprint with a baseline year of FY22 (ending 31 July 2022), as published in the <a href="#">2023 Annual Report &amp; Accounts</a>. This is in addition to the UK SECR disclosures. We will use the FY22 calculation as the baseline year for all YouGov emissions going forward, as it more accurately reflects the company emissions than FY20, which were naturally lower due to the COVID-19 pandemic. We have also improved our data collection from FY20, and our FY22 baseline is a more accurate calculation of all categories of emissions.</p> <p>Scope 1 emissions include both Natural Gas and Refrigerants.</p> <p>Scope 2 emissions include Grid-Supplied Electricity.</p> <p>Scope 3 emissions (globally) include the following categories (the remaining Scope 3 categories are not applicable to our business):</p> <ul style="list-style-type: none"><li>• Purchased Goods &amp; Services</li><li>• Capital Goods</li><li>• Fuel-Related Emissions</li><li>• Upstream Transportation and Distribution</li></ul>

- Waste Generated in Operations
- Business Travel
- Employee Commuting (which includes an estimate of remote working emissions)
- Upstream Leased Assets

Please note that we are still working on improving our Scope 3 data collection. As such, we are only able to provide the exact UK Scope 3 emissions figure for the category of Transport (Grey Fleet) within Business Travel. We have estimated the full range of our UK Scope 3 emissions (including all categories listed above) by applying the % proportion of UK revenue compared to global revenue to our global Scope 3 emissions figures. Please keep in mind that this is an estimate, and we hope to be able to provide more exact Scope 3 figures in FY24.

**Baseline year emissions:**

<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2</sub>e)</b> <i>(UK included alongside global)</i>
<b>Scope 1</b>	<b>23</b> <i>12.91 (UK)</i>
<b>Scope 2</b>	<b>109</b> <i>31.50 (UK)</i>
<b>Scope 3</b> <i>(Included Sources)</i>	<p><b>All Scope 3 categories:</b></p> <ul style="list-style-type: none"> <li>- <b>Purchased Goods &amp; Services: 2,651</b></li> <li>- <b>Capital Goods: 822</b></li> <li>- <b>Fuel-related Emissions: 27</b></li> <li>- <b>Upstream Transportation and Distribution: 46</b></li> <li>- <b>Waste Generated in Operations: 3</b></li> <li>- <b>Business Travel: 297</b></li> <li>- <b>Employee Commuting: 1,347</b></li> <li>- <b>Upstream Leased Assets: 683</b></li> </ul> <p><i>All Scope 3 categories: 1,539.50 (UK estimate)</i></p> <ul style="list-style-type: none"> <li>- <i>Purchased Goods &amp; Services: 694.56</i></li> <li>- <i>Capital Goods: 215.36</i></li> <li>- <i>Fuel-related Emissions: 7.07</i></li> <li>- <i>Upstream Transportation and Distribution: 12.05</i></li> <li>- <i>Waste Generated in Operations: 0.79</i></li> <li>- <i>Business Travel: 77.81 (including Grey Fleet: 1.621)</i></li> <li>- <i>Employee Commuting: 352.91</i></li> <li>- <i>Upstream Leased Assets: 178.95</i></li> </ul>
<b>Total Emissions</b>	<p><b>Location based: 6,008 tCO<sub>2</sub>e</b></p> <p><i>1,583.91 tCO<sub>2</sub>e (UK)</i></p>

## Current Emissions Reporting

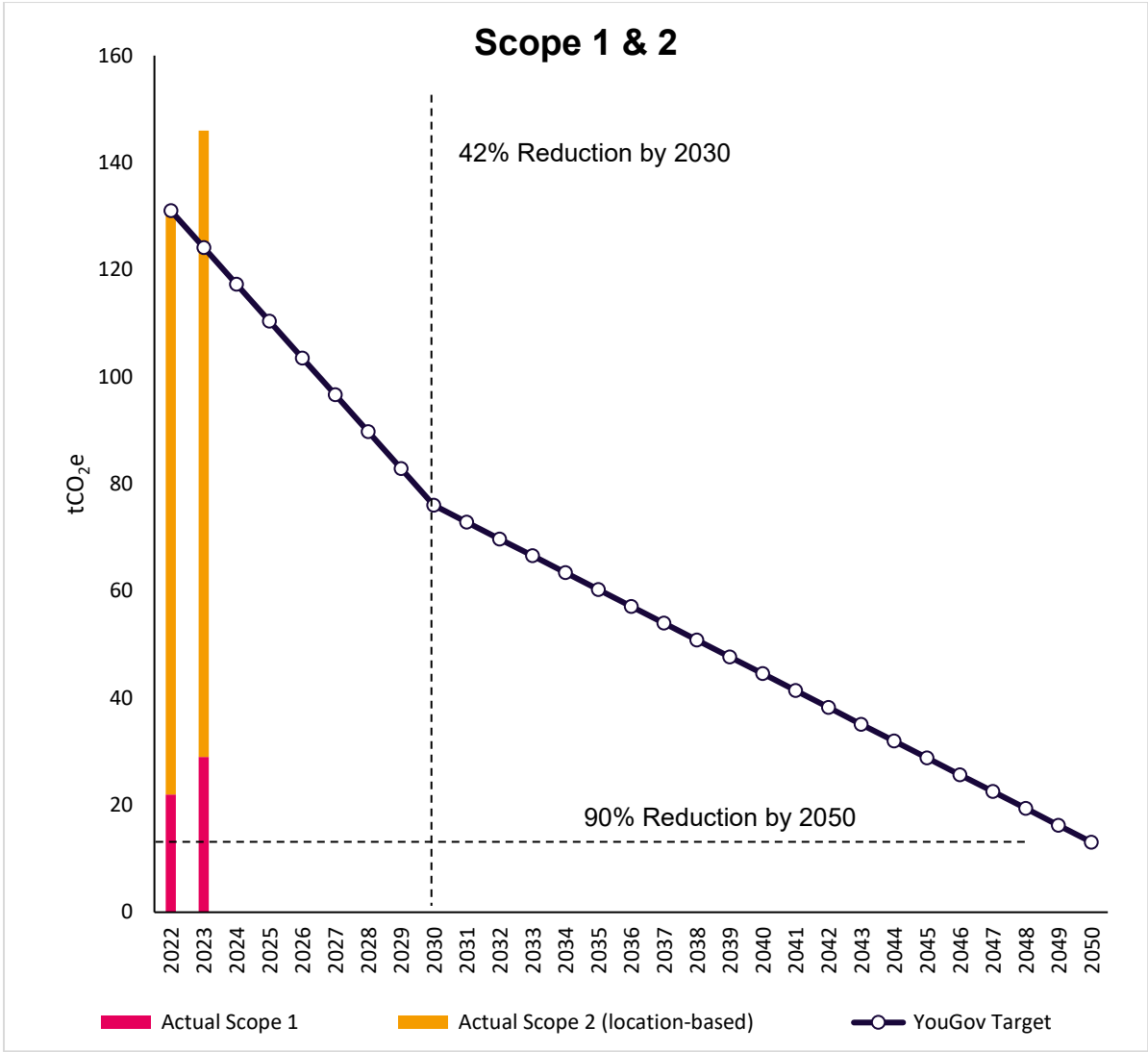
Reporting Year: FY23 (1 August 2022 – 31 July 2023)	
EMISSIONS	TOTAL (tCO <sub>2</sub> e) <i>(UK included alongside global)</i>
Scope 1	<b>29</b> <i>20.32 (UK)</i>
Scope 2	<b>117</b> <i>41.25 (UK)</i>
Scope 3 (Included Sources)	<p><b>All Scope 3 categories: 6,019</b></p> <ul style="list-style-type: none"> <li>- <b>Purchased Goods &amp; Services: 2,466</b></li> <li>- <b>Capital Goods: 883</b></li> <li>- <b>Fuel-related Emissions: 29</b></li> <li>- <b>Upstream Transportation and Distribution: 47</b></li> <li>- <b>Waste Generated in Operations: 4</b></li> <li>- <b>Business Travel: 519</b></li> <li>- <b>Employee Commuting: 1,297</b></li> <li>- <b>Upstream Leased Assets: 774</b></li> </ul> <p><i>All Scope 3 categories: 1,528.84 (UK estimate)</i></p> <ul style="list-style-type: none"> <li>- <i>Purchased Goods &amp; Services: 626.36</i></li> <li>- <i>Capital Goods: 224.28</i></li> <li>- <i>Fuel-related Emissions: 7.37</i></li> <li>- <i>Upstream Transportation and Distribution: 11.94</i></li> <li>- <i>Waste Generated in Operations: 1.02</i></li> <li>- <i>Business Travel: 131.83 (including Grey Fleet: 0.60)</i></li> <li>- <i>Employee Commuting: 329.44</i></li> <li>- <i>Upstream Leased Assets: 196.60</i></li> </ul>
Total Emissions	<p><b>Location based: 6,165</b></p> <p><i>1,590.41 tCO<sub>2</sub>e (UK)</i></p>

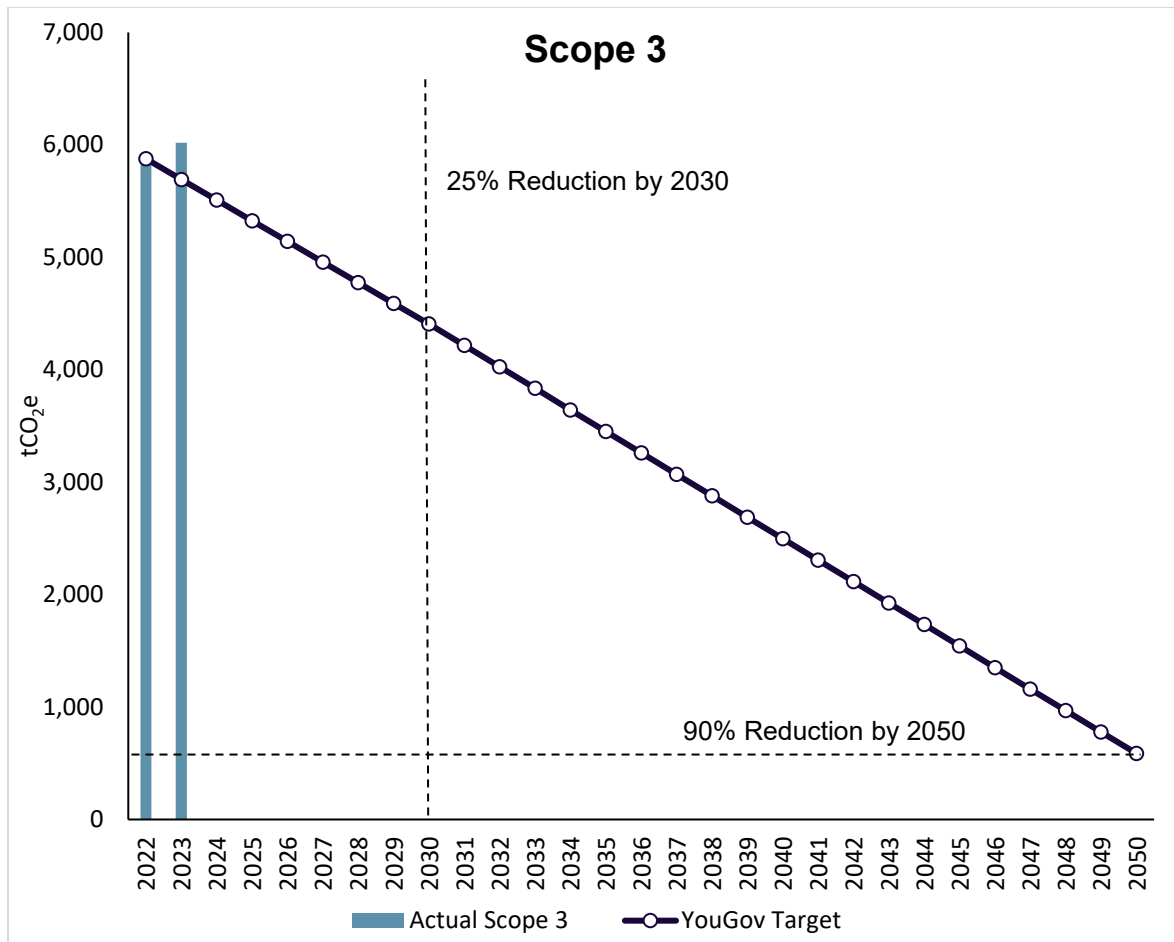
## Emissions reduction targets

In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets: we have a commitment to reach carbon neutral in the UK by 2026, in accordance with the [Market Research Society \(MRS\) Net Zero Pledge](#), and globally by 2050 at the latest. We have **absolute net zero targets** to achieve **net 0 tCO<sub>2</sub>e by 2050 (globally)**, a 100% reduction, through a 90% reduction from the continuation of our existing efforts (outlined below under “Carbon Reduction Projects”) and by purchasing carbon offsets for any remaining emissions. We have **interim targets** in place to achieve a **42% reduction in Scope 1 and 2 emissions by 2030** and a **25% reduction in Scope 3 emissions by 2030**. These targets are aligned with Science Based Targets initiative (SBTi) guidance and we are submitting our targets for verification with the SBTi in February 2024.

In November 2023, our third-party sustainability consultants hosted a net-zero workshop for a key group of internal decision-makers, including the Chief Governance and Compliance Officer, Head of Finance Planning & Analysis, Head of Compliance, Senior Compliance Manager, ESG Manager, and Global Head of Facilities. The group collectively agreed on four targets (near-term Scope 1 and 2, net-zero Scope 1 and 2, near-term Scope 3, and net-zero Scope 3) which were presented to the plc Board of Directors for approval in January 2024. These targets will be formally published in a standalone ESG Report in Spring 2024 and progress will be communicated in our Annual Report & Accounts, ESG Report, and this Carbon Reduction Plan.

Progress against these targets can be seen in the following graphs.





## Carbon Reduction Projects

Between FY22 and FY23, our total Scope 1, 2 and 3 emissions increased by 2.6%, predominantly driven by an increase in business travel emissions as travel restrictions were lifted after COVID-19. While most of our emissions are outside our direct control (with 97.6% of our emissions within Scope 3), we acknowledge YouGov's influence over Scope 1, Scope 2, business travel (Scope 3, Category 6) and employee commuting (Scope 3, Category 7) emissions, and therefore we will pay particular attention to reducing these emissions in particular. Although our absolute emissions have increased, the 12.4% decrease in emissions per £million revenue (one of our intensity metrics) demonstrates that our business has become more efficient in its operations.

### *Completed Carbon Reduction Initiatives*

The following emissions management measures and projects have been completed or implemented in the UK since the baseline year:

- Closed sections of the office on specific days based on occupancy rates to avoid unnecessary energy expenditure
- Maintained seasonal air conditioning system schedules to reduce direct emissions

- Continued supporting remote working and promoting virtual meetings
- Updated the Group Business Travel Policy with sustainable travel considerations where business travel is necessary

In addition, the following measures and projects have also been implemented to reduce our environmental impact beyond emissions mitigation:

- Maintained recycling streams in line with local recycling practices
- Achieved and maintained [SUPER](#) Certification for single-use plastic elimination and reduction
- Reduced the amount of provisional packaging waste by introducing loose-leaf tea options with biodegradable tea bags
- Switched to recycled paper
- Reduced the number of printers available to minimise reliance on printing and reduce paper waste
- Maintained use of reusable glass water bottles

### *Future Carbon Reduction Initiatives*

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

- Implement all-staff environmental training covering key climate change concepts and how we can collectively reduce our impact
- Verify our near-term and net-zero targets with the SBTi
- Continue regularly assessing our real estate portfolio to identify and address under-utilised space
- Conduct an annual review of our climate risk register to ensure risks, opportunities and controls remain accurate and fit-for-purpose
- Categorise our supply chain by risk, implement accountability measures, and facilitate stronger communication with key suppliers



## Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard 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<sup>1</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>2</sup>.

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<sup>3</sup>.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

### Signed on behalf of the Supplier:



Alex McIntosh  
Chief Finance Officer

Date: 29 February 2024

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<sup>1</sup> <https://ghgprotocol.org/corporate-standard>

<sup>2</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>3</sup> <https://ghgprotocol.org/standards/scope-3-standard>