

Carbon Reduction Plan

FireText Communications Ltd

April 2025

Commitment to achieving Net Zero

FireText is committed to achieving Net Zero emissions by 2030 by taking steps to further reduce our emissions and educate and advocate for the reduction of carbon emissions across our supply chains. We are currently carbon neutral, meaning we have offset the small amount of emissions we produce as a company.

Baseline Emissions Footprint

We're proud to be in a position that most businesses are aiming for, as our baseline emissions have been low from the outset. Working from our BREEAM-built office with a slimline operation and communicating in low-carbon ways (from virtual demos to little to no business travel), we're simply aiming to reduce our already-small footprint.

Baseline Year: 2021

Our baseline emissions were recorded between 1st April 2021 – 31st March 2022 and were produced with the support of Tevi (a programme supported by the EU and the University of Exeter) in accordance with UK Government GHG Conversion Factors for Company Reporting 2021 for scopes 1, 2 and 3.

Baseline Year Emissions

Scope 1	0 tCO ₂ e
Scope 2	2.14 tCO ₂ e
Scope 3	7.59 tCO ₂ e Our scope 3 emissions breakdown is as follows:

Scope 3 (cont.)	<p>Upstream transportation and Distribution 0 (as a cloud-based platform, our product does not require upstream transportation or distribution)</p> <p>Waste generated in operations Office coffee pods: 0.000183 tCO₂e Electrical equipment purchased: 0.04973096 tCO₂e</p> <p>Business travel 0.055 tCO₂e</p> <p>Employee commuting 2.997 tCO₂e</p> <p>Downstream transportation and distribution 0 tCO₂e (as a cloud-based platform, our product does not require downstream transportation or distribution)</p> <p>Data Centre and SMS Transmission Energy Usage 4.48429 tCO₂e</p>
Total Emissions	9.73 tCO ₂ e

The baseline measurement was taken in 2021, which was a Covid-19 affected year. Despite this, FireText has chosen to calculate pre-pandemic levels of activity, from anticipated business travel and commuting to full-time office use. This allows us to accurately reflect on a baseline year that is representative of a post-pandemic environment.

We have collected data from Scopes 1, 2 and 3. As an organisation, we have erred on the side of caution and ensured any estimated emissions are likely to be higher than the actual true figure.

Scope 1

A zero return, since FireText does not generate any direct emissions. E.g., We have no boiler and no processing of materials or similar.

Scope 2

Scope 2 Emissions include electricity, gas, and water usage. As we are based in a Plymouth University Innovation Centre, electricity and gas figures are based on the square footage of our offices. Water usage figures are based upon each employee using on average 50L per day. Please Note – These figures do not include positive activities such as rainwater harvesting which is actively employed.

Scope 3

Scope 3 includes Travel (both office commuting of staff and business travel), purchase/renewal of electrical equipment, and food/drinks waste.

We have also chosen to include the emissions of downstream processing and sending of messages by our chosen delivery partners (e.g. Data Centres & Mobile Network usage). We decided to continue accounting for these emissions at present.

We have chosen to apply the Financial Control Approach in recording our Greenhouse Gas Emissions and have calculated using the gases as per the Kyoto Protocol.

Current Emissions Reporting

Reporting Year: 1st April 2024 – 31st March 2025

Scope 1	0 tCO ₂ e
Scope 2	2.245 tCO ₂ e
Scope 3	5.022 tCO ₂ e Our scope 3 emissions breakdown is as follows: Upstream transportation and Distribution 0 (as a cloud-based platform, our product does not require upstream transportation or distribution) Waste generated in operations Office coffee pods 0.00024 tCO ₂ e Electrical equipment purchased: 0.11189 tCO ₂ e Business travel 0.03 tCO ₂ e

Scope 3 (cont.)	Employee commuting 3.772 tCO ₂ e Downstream transportation and distribution 0 tCO ₂ e (as a cloud-based platform, our product does not require downstream transportation or distribution) Data Centre and SMS Transmission Energy Usage 0.868 tCO ₂ e
Total Emissions	7.269 tCO ₂ e

Carbon Offsetting for the Reporting Year

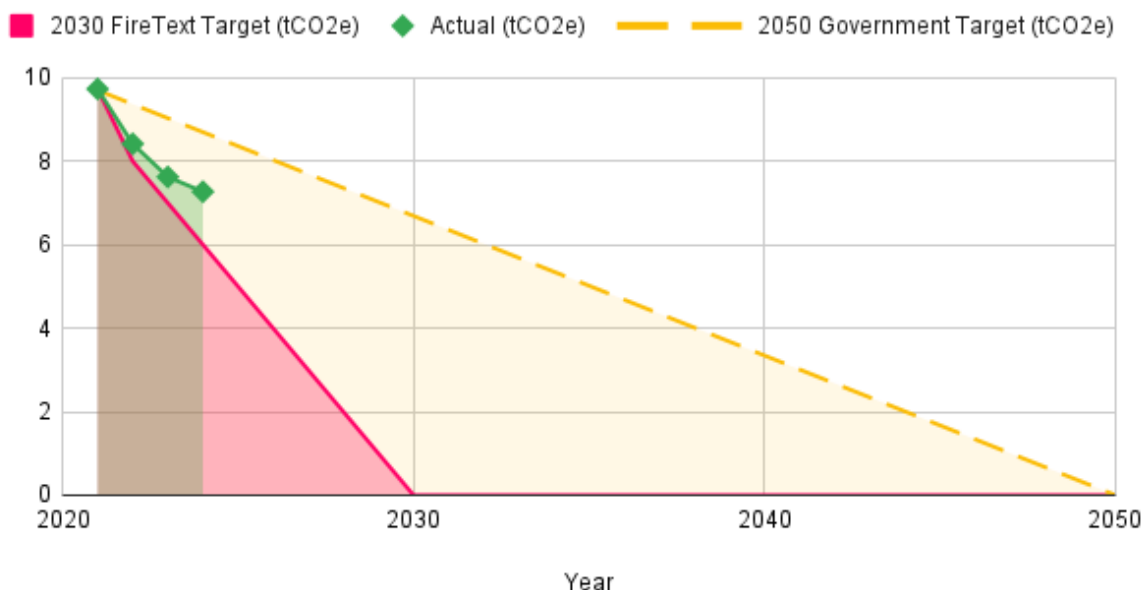
We offset our emissions quarterly, giving us carbon-neutral status. As well as this, we chose to offset our emissions by 150%, making us carbon-negative alongside our commitment to reduce our emissions.

Emissions Reduction Targets

- Reduce commuting emissions by 20% - 31/12/26
- Reduce office building footprint by 10% - 31/12/26
- Reduce travel emissions by 50% - 31/12/26
- Influence key suppliers to provide exact-usage reporting - 31/12/26
- Increase activities that inspire positive change for communities & the environment - 31/12/26
- Influence customers to reduce carbon emissions with marketing content & opportunities - 31/12/26
- Conduct climate awareness training for the team (from FireText's Certified Carbon Literate climate champion) - 31/12/26

Our roadmap shows our own projected path to our company goal of Net Zero emissions by 2030 and our actual emissions (which match the baseline year) against a background of the UK-wide Net Zero 2050 target.

FireText's Net Zero Roadmap



Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been implemented since the 2021 baseline. The carbon emission reduction achieved by these schemes equate to 2.461 tCO₂e, a **25% reduction against the 2021 baseline** and the measures will be in effect when performing the contract.

- Reduce travel emissions by 50% (0.027 tCO₂e) by 31/03/25. Aim for a 25% reduction by 31/03/24.

While we didn't quite hit this figure, our business travel figures sit at 0.03 tCO₂e. This means we achieved a reduction of 45%. The target will remain ongoing.

- Influence supply chains to reduce emissions by 50% by 31/03/25. Aim for 25% reduction by 31/03/24.

One of our key supplier's reporting mechanism is pending, so we are still reporting based on another key supplier's reporting + 150% to allow margin for Pulsant. With these assumptions in mind, emissions from our data centres in 2024 - 2025 sit at 0.868 tCO₂e. This shows an 80% reduction versus our baseline year.

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 standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

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) Standard³.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors.

Signed on behalf of FireText:

Name: Dan Parker
Position: Company Director
Signed:



Date: 07/04/2025

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

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

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