

Carbon Reduction Plan

FireText Communications Ltd

15th May 2023

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 for the year ending December 2021 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 Electrical equipment purchased: 0.04973096</p> <p>Business travel 0.055</p> <p>Employee commuting 2.997</p> <p>Downstream transportation and distribution 0 (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</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 Rain-water 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 are initiating conversations with FireText suppliers in June 2023.

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 2022 – 31st March 2023

Scope 1	0 tCO ₂ e
Scope 2	2.78 tCO ₂ e
Scope 3	5.63 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: 0.000183 Electrical equipment purchased: 0.00096
	Business travel 0.055
Scope 3 (cont.)	Employee commuting

	4.11 Downstream transportation and distribution 0 (as a cloud-based platform, our product does not require downstream transportation or distribution) Data Centre and SMS Transmission Energy Usage 1.15
Total Emissions	8.416 tCO ₂ e

Carbon Offsetting for the Reporting Year

We offset our emissions for 2022 on a quarterly basis, 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.

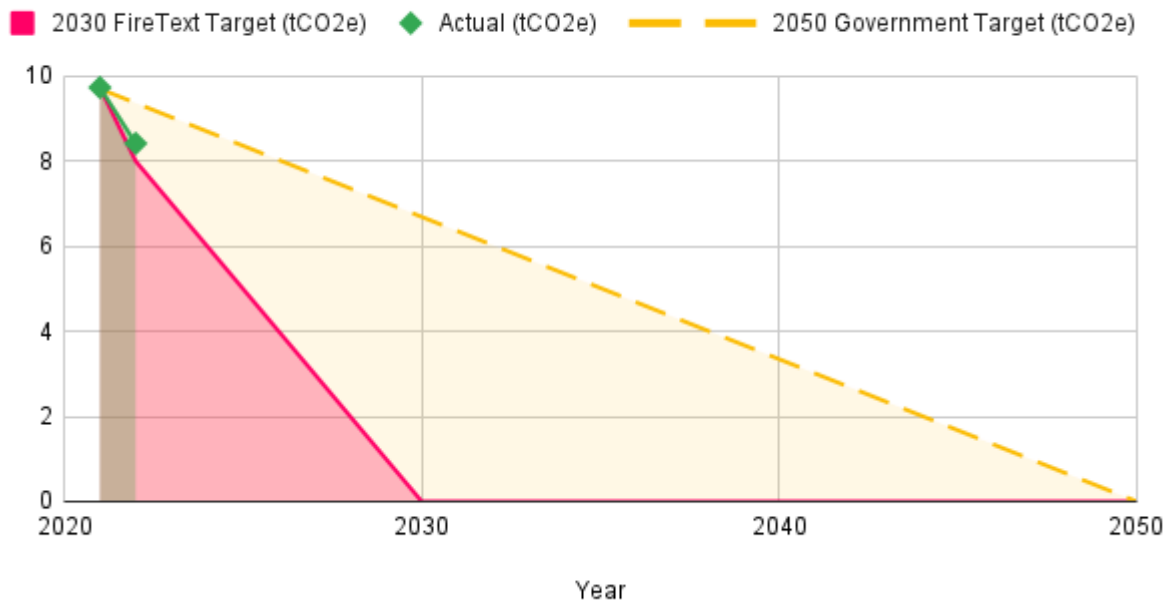
Emissions Reduction Targets

Our key targets are:

- To Influence the reduction of supply chains emissions by 50% by 31/03/25
- To Increase positive environmental awareness by committing to 6 hours of team litter-picking every year
- To reduce business travel emissions by 50% by 31/03/25
- To Increase carbon-saving measures in place In our shared offices, agreeing to one opportunity every quarter to 31/03/25

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 equates to 1.134 tCO₂e, a 13.4% reduction against the 2021 baseline and the measures will be in effect when performing the contract.

- Continue to communicate with key suppliers bi-annually (e.g., mobile networks & data centres) on ways to keep reducing carbon emissions, and offset the emissions they produce.
- Appointment of a **'climate champion' in Q1 2022**, who regularly touches base with the team to keep us on target, and make sure we're doing everything we can to make progress - from environmental impact training to regular 'climate' catchups.
- A reduction in our directors' business travel, pushing for more virtual client calls than ever before (which is separate from the daily virtual calls of our Cornwall office).
- No printing, unless absolutely necessary.
- Consistent research on opportunities to reduce our carbon emissions - such as the advocacy of 'green' energy tariffs in our shared offices.

Declaration and Sign Off

This Carbon Reduction Plan has been completed with the help of Tevi (an EU funded programme run by the University of Exeter) 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: 15/05/2023

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>