C.W. advertising t/a Creativeworld Carbon Reduction Plan

**Baseline Emissions Footprint**

Baseline year: 2022

|  |  |
| --- | --- |
| Emissions | Total tCO2e |
| Scope 1 | 46,405 |
| Scope 2 | 11,337 |
| Total Emissions | 57,742 |

**Current Emissions Reporting**

Reporting year: 2023

|  |  |
| --- | --- |
| Emissions | Total tCO2e |
| Scope 1 | 40,243 |
| Scope 2 | 9,264 |
| Total Emissions | 49,508 |



**1. Introduction**

Creativeworld recognize the urgent need to address climate change and minimize the company’s carbon footprint. As a responsible corporate citizen, Creativeworld are taking proactive steps to mitigate environmental impact and contribute to a more sustainable future.

Our Carbon Reduction Plan outlines the targets, strategies, and actions designed to reduce our greenhouse gas emissions across all aspects of our operations.



**2. Energy Efficiency**

a. **Office Operations:**

* ****Conduct an energy audit to identify areas for improvement in office energy efficiency.
* Switch to energy-efficient appliances, lighting, and HVAC systems.
* Encourage employees to turn off electronic devices when not in use.

b. **Remote Work Policies:**

* Promote remote work options to reduce the need for commuting and office energy consumption.

**3. Sustainable Design Practices**

a. **Material Selection:**

* Prioritize the use of sustainable and eco-friendly materials in design projects.
* Educate designers on the environmental impact of different materials and encourage conscious choices.

b. **Digital Solutions:**

* Promote digital design solutions to reduce the use of physical materials.
* ****Optimize file sizes and formats to minimize data storage and transmission energy.

**4. Waste Reduction:**

a. **Paperless Office:**

* Encourage a paperless working environment by implementing digital documentation and communication tools.

b. **Recycling Program:**

* Implement a comprehensive recycling program for paper, plastic, and electronic waste.
* Collaborate with suppliers who follow sustainable packaging practices.

**5. Sustainable Procurement:**

a. **Supplier Assessment:**

* Assess and choose suppliers based on their environmental practices and commitment to sustainability.

b. **Local Sourcing:**

* Prefer local suppliers to reduce the carbon footprint associated with transportation.



**6. Employee Engagement:**

a. **Training Programs:**

* Conduct regular training programs to educate employees on sustainability practices and their role in reducing carbon emissions.

b. **Green Initiatives:**

* Encourage and recognize employee-led green initiatives within the workplace.

**7. Carbon Offsetting:**

a. **Offset Programs:**

* Investigate and participate in carbon offset programs to compensate for unavoidable carbon emissions.

b. **Client Engagement:**

* Educate clients on the importance of carbon offsetting and offer options for carbon-neutral design projects.

**8. Measurement and Reporting:**

****a. **Carbon Footprint Assessment:**

* Regularly assess the agency's carbon footprint, considering both direct and indirect emissions.

**9. Continuous Improvement:**

a. **Feedback Mechanisms:**

* Establish feedback mechanisms for employees to suggest and implement additional carbon reduction measures.

b. **Innovation:**

* Stay informed about advancements in sustainable design practices and technologies and integrate them into our processes.

**10. Collaboration:**

a. **Industry Partnerships:**

* Collaborate with industry partners and organizations to share best practices and contribute to collective efforts for sustainability.

**11. Public Awareness:**

a. **Marketing and Communication:**

* Promote our commitment to sustainability in marketing materials and client communication.

b. **Educational Initiatives:**

* Engage in educational initiatives to raise awareness about sustainable design practices within the community.

Creativeworld confirms their organisational commitment to halving their emissions by 2030 and achieving Net Zero by 2050 at the latest.

****For more information, contact Creativeworld Environmental Officer, Dave Bennett, at dave@creativeworld.co.uk.

The Carbon Reduction Plan has been reviewed and signed by the Managing Director.

Signed on behalf of Creativeworld:



Clive Wood, Managing Director