



Carbon Reduction Plan

For Sleeping Giant Media

Publish date: August 2025

Created by: Positive Planet



Our Commitment

Sleeping Giant Media is committed to achieving Net Zero emissions by 2038.

What does Net Zero mean in practice?

To achieve Net Zero, we will be aiming to reduce emissions in line with the latest science-based targets (SBTs). SBTs are greenhouse gas reduction goals set by organisations, they are defined as “science-based” when they align with the scale of reductions required to limit global temperature increases to 1.5°C compared to pre-industrial temperatures. To achieve Net Zero under this scenario, we will need to reduce our absolute emissions by 90% from our baseline year.

SBTi recommends that organisations commit to near-term targets (that cover a minimum of 5 years/maximum of 10 years from the baseline year), as well as long-term targets.

Our near-term targets:

- Reduce scope 1 and 2 emissions to zero by 2030.
- To have zero market-based managed site emissions by 2030.
- Reduce scope 3 emissions by 22% by 2030.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2038.
- Neutralise any residual emissions using verified carbon offsets.

Scope 1 emissions: direct greenhouse gas emissions that occur from sources owned or controlled by a company, such as emissions from the combustion of fuels in on-site boilers, furnaces, or vehicles.

Scope 2 emissions: indirect greenhouse gas emissions that result from the generation of purchased electricity, steam or other forms of energy consumed by a company.

Scope 3 emissions: all other indirect greenhouse gas emissions that occur in an organisation’s value chain, including emissions from upstream and downstream activities.

Our Carbon Footprint

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. We have chosen to rebase our baseline year to 1 January 2023 – 31 December 2023.

Baseline Year: 2023

Additional details relating to the Baseline Emissions calculations:

We have previously measured owned vehicle emissions (0.1 tCO₂e) and upstream leased site emissions (28.5 tCO₂e) for the 2021 calendar year.

However, we have chosen to rebase to the current reporting year (1 January 2023 – 31 December 2023), as this is the first year that we have measured and reported our entire carbon footprint. The current reporting year will serve as the baseline year for future measurements.

Remeasurement Statement

Positive Planet has undertaken a remeasurement of our previously reported emissions, which accounts for changes to historical figures in this report. This remeasurement was necessary due to updates to key emissions factors and carbon accounting methodologies, including those issued by DEFRA and the Greenhouse Gas Protocol.

In this Carbon Reduction Plan, we have included the most up-to-date and accurate emissions data available. Our 2024 carbon footprint has been measured in full accordance with the latest guidance.

Baseline Emissions Reporting

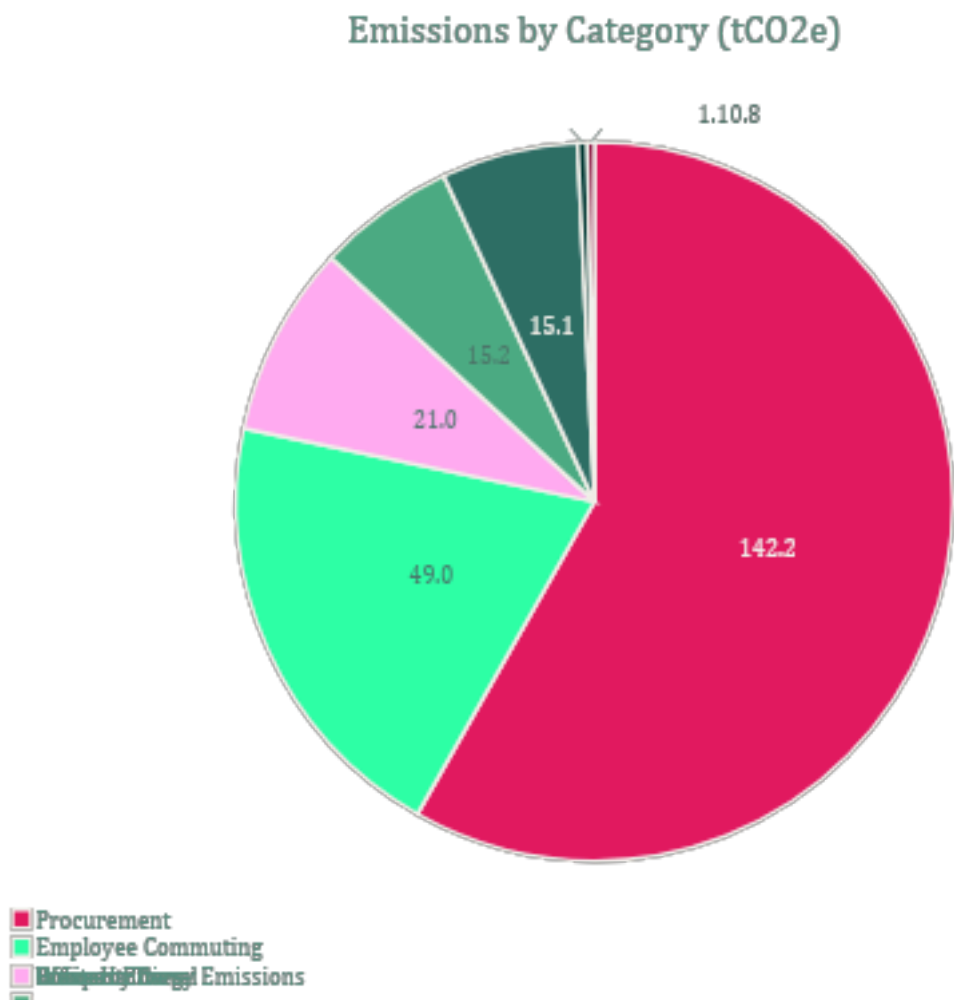
Current Reporting Year: 2023	
Emissions	Total (tonnes CO ₂ e)
Scope 1	0.5
Scope 2*	Market-based: 0.3 Location-based: 0.3
Scope 3 including: <ul style="list-style-type: none"> - Purchased Goods & Services - Capital Goods - Fuel & Energy Related Activities - Business Travel - <i>Transportation & Distribution (Upstream & Downstream) (none)</i> - Employee Commuting & Homeworking - Operational Waste & Water - Upstream Leased Assets - <i>Downstream Leased Assets (none)</i> - <i>Product (Processing, Use, End of Life Treatment) (none)</i> - <i>Franchises & Investments (none)</i> 	243.5
Total Emissions*	Market-based: 244.3 Location-based: 244.3

*Purchased electricity can be measured in two ways. A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen (or their lack of choice). A market-based method therefore takes into account the purchase of electricity via a verified renewable energy tariff. We have chosen to base our Net Zero target on a market-based methodology.

Carbon Intensity Metrics

Current year: 2023	Carbon intensity metric
Employees (tCO ₂ e per FTE)	3.3
Revenue (kgCO ₂ e per £)	59.73

Based upon 73.0 FTEs (full-time employee equivalents), and a £ 4,089,564.0 revenue during the measurement period. We are using market-based emissions to calculate our intensity metrics.



Current Emissions Reporting

Current Reporting Year: 2024	
Emissions	Total (tonnes CO ₂ e)
Scope 1	0.6
Scope 2*	Market-based: 58.7 Location-based: 58.7
Scope 3 including: <ul style="list-style-type: none"> - Purchased Goods & Services - Capital Goods - Fuel & Energy Related Activities - Business Travel - <i>Transportation & Distribution (Upstream & Downstream) (none)</i> - Employee Commuting & Homeworking - Operational Waste & Water - Upstream Leased Assets - <i>Downstream Leased Assets (none)</i> - <i>Product (Processing, Use, End of Life Treatment) (none)</i> - <i>Franchises & Investments (none)</i> 	218.2
Total Emissions*	Market-based: 277.6 Location-based: 277.6

*Purchased electricity can be measured in two ways. A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen (or their lack of choice). A market-based method therefore takes into account the purchase of electricity via a verified renewable energy tariff. We have chosen to base our Net Zero target on a market-based methodology.

Carbon Intensity Metrics

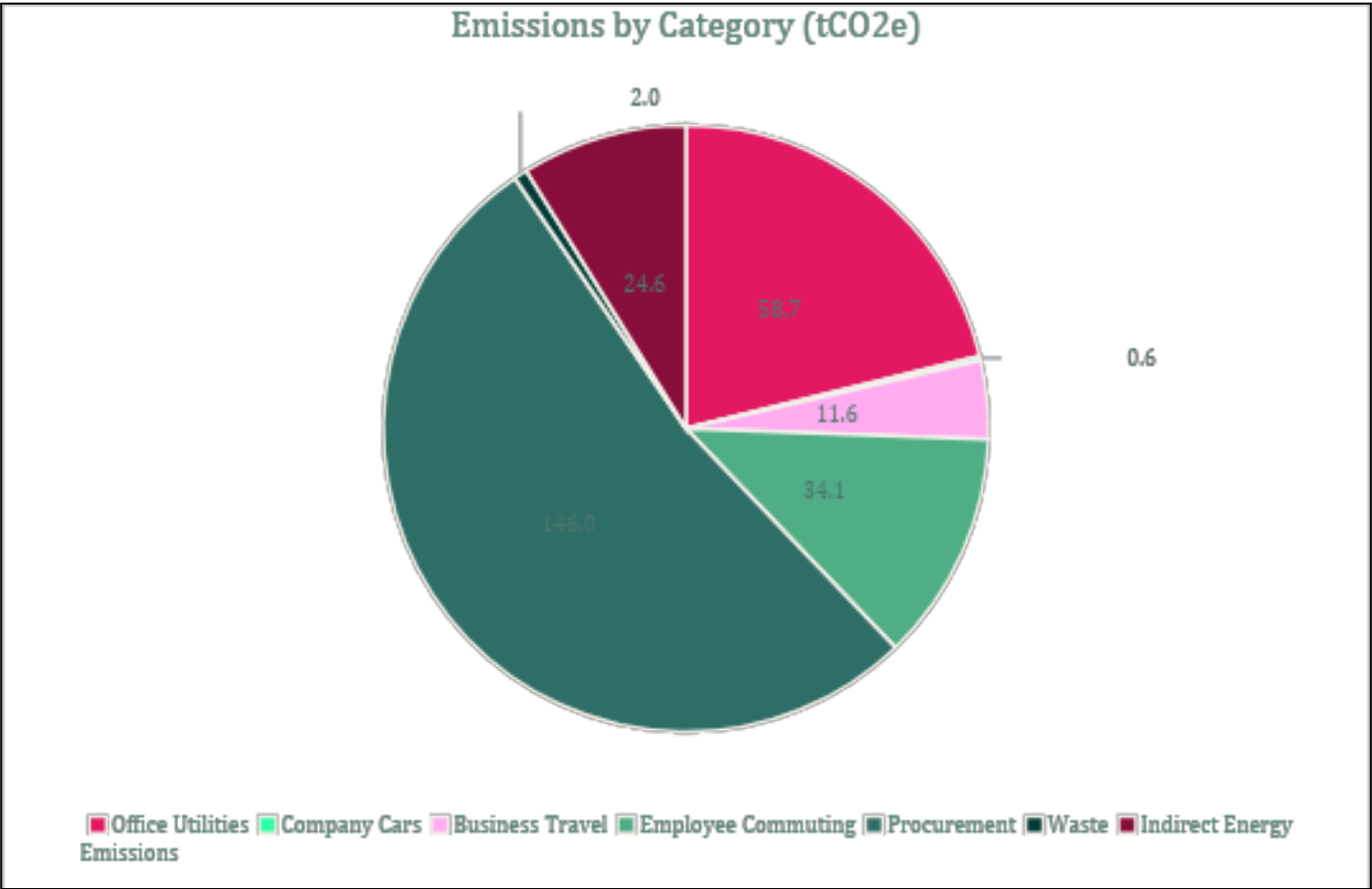
Current year: 2024	Carbon intensity metric
Employees (tCO ₂ e per FTE)	7.9
Revenue (kgCO ₂ e per £)	73.0

Based upon 35.0 FTEs (full-time employee equivalents), and a £3,805,713.5 revenue during the measurement period. We are using market-based emissions to calculate our intensity metrics.

More detailed breakdown:

Measurement Results 2024			
By Scope	kg	tonnes	% of total
Scope 1	642.2	0.6	0
Scope 2 (<i>Location-based</i>)	58,743.8	58.7	-
Scope 2 (<i>Market-based</i>)	58,743.8	58.7	21
Scope 3	218,247.8	218.2	79
By Source			
Direct	642.2	0.6	0
Upstream	276,991.6	277.0	100
Downstream	0.0	0.0	0
By Category			
Office Utilities	58,743.8	58.7	21
Company Cars	642.2	0.6	0
Business Travel	11,582.5	11.6	4
Employee Commuting	34,055.4	34.1	12
Procurement	146,038.3	146.0	53
Distribution	0.0	0.0	0
Waste	2,003.9	2.0	1
Indirect Energy Emissions	24,567.7	24.6	9
Downstream Product Emissions	0.0	0.0	0
Assets & Investments	0.0	0.0	0
Total			
Location-based	277,633.8	277.6	-
Market-based	277,633.8	277.6	-

Emission Breakdown:



Carbon Reduction

Our Net Zero targets

Sleeping Giant Media is committed to achieving Net Zero by 2038. To achieve Net Zero under this scenario, we will need to reduce our absolute emissions by 90% from our baseline year. To keep us on track, we have also set the following near-term targets to 2030.

Our near-term targets:

- Reduce scope 1 and 2 emissions to zero by 2030.
- To have zero market-based managed site emissions by 2030.
- Reduce scope 3 emissions by 22% by 2030.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2038.
- Neutralise any residual emissions using verified carbon offsets.

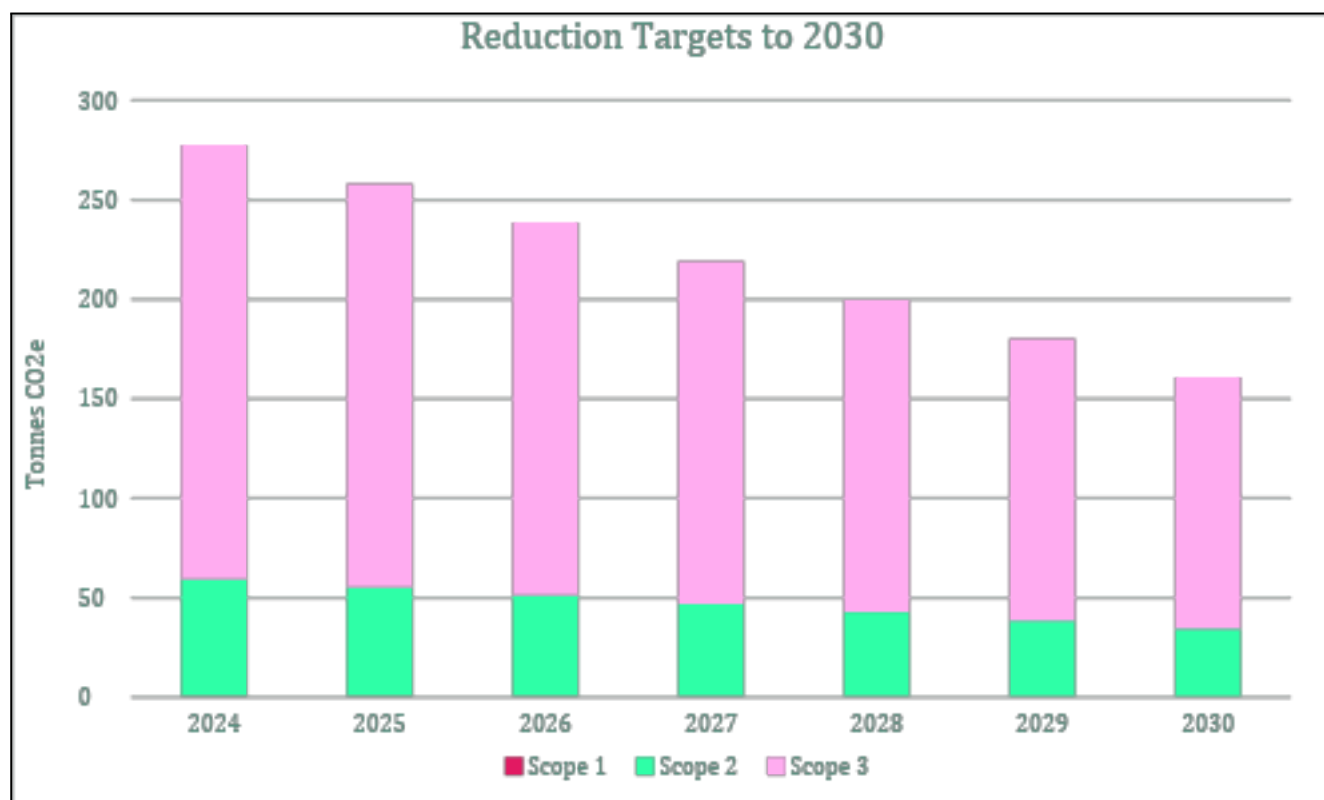
Progress

Total market-based emissions rose from 244.3 tCO₂e in 2023 to 277.6 tCO₂e in 2024 (+13.6%). This increase may be partly due to improved reporting coverage — for example, in 2023 property electricity use was not fully included (only electric vehicle charging), whereas in 2024 full electricity consumption data was captured. This change in methodology could explain some of the apparent growth, although it is not possible to confirm the exact proportion attributable to reporting versus actual increases.

Key Observations

- Scope 2 emissions grew from 0.3 tCO₂e to 58.7 tCO₂e, which could be linked to the inclusion of full office electricity data in 2024.
- Scope 3 emissions fell by about 10%, with reductions seen in business travel and commuting, likely influenced by a smaller workforce (FTE down from 73 to 35).
- Procurement emissions remained high (53% of total in 2024), indicating supply chain activities continue to dominate the footprint.
- Carbon intensity metrics increased sharply per FTE and per £m turnover, partly because the total emissions are now spread over fewer employees and lower revenue.

Metric	2023	2024	Change	Commentary
			e	
tCO ₂ e per FTE	3.3	7.9	+139%	Fewer staff means emissions per person look worse, even though total emissions are mostly from fixed building/operations.
tCO ₂ e per £m turnover	59.7 3	73.0	+22%	Drop in revenue and higher total emissions pushed intensity up.
tCO ₂ e per site	244. 3	277. 6	+14%	Increase reflects full property electricity reporting.



Completed Carbon Reduction Initiatives

The following emissions management measures and projects have been completed or implemented.

Activity	Completion Date	Scope
Started our carbon measurement journey in 2022 by measuring vehicle and upstream leased site emissions, to gain an understanding of these pinch points and areas for carbon reduction in these areas.	2022	1,3
Measured the entire carbon footprint of business activities to gain an understanding of pinch points and regularly be making efficient and direct improvements to reduce these emissions across our whole value chain. Year 1 appointed Positive Planet to support with calculating baseline carbon footprint and reduction recommendations.	2024	1,2,3

Created a Green Squad of five people to lead initiatives. This team has been made up of members from different departments to support the roll out of initiatives and management of data, this includes sharing and collaborating throughout the organisation.	2019	1,2,3
Has a policy of switching any non-LEDs to LED at the end of the light's life	2021	3
Our current default pension provider is a sustainable fund, which has an enhanced responsible investing policy.	2020	3
Our company's summer party is at held at our owner's house, which is powered by solar panels.	-	3

Future Carbon Reduction Plans

We are committing to action the following emissions management measures and projects in line with our Net Zero targets.

Reduction Plans – Scope 1 & Scope 2				
Activity No.	Activity	Target Date	% Reduction Target	Category
1	Transition to Electric Vehicle: Plan to switch to an electric vehicle when our current pool car reaches the end of its operational life, ensuring a sustainable transition when it becomes necessary.	2024-2030	100%	Mobile Combustion Purchased Electricity (EVs)
2	<p>Currently we do not have any site scope 1 or 2 emissions, as our current office is managed by the landlord.</p> <p>However, if we expand or move to a new site, we shall do our best to ensure the new site:</p> <ul style="list-style-type: none">• is powered by 100% renewable electricity (market based)• does not have gas heating or uses as little as possible in the short term• uses energy-efficient appliances. <p>If the UK Grid is 100% powered by renewable energy at this point, our site-based Scope 2 location-based (and market-based) electricity emissions would already be zero.</p>	-	-	Stationary Combustion Purchased Electricity

Based upon the above completed and planned initiatives, it is projected that Scope 1 & 2 carbon emissions will decrease to **0 tCO₂e** by 2030.

We also aim to implement the further initiatives below to reduce Scope 3 emissions:

Reduction Plans – Scope 3				
Activity No.	Activity	Target Date	Expected reduction	Category
1	<p>Consider training and engagement for the Green Squad, leadership, and engagement for the wider employee base.</p> <p>Including and not limited to, creating spaces for environmental positive conversations (internal comms, newsletters, slack, Teams etc), and certified Carbon Literacy Training for Green Squad and leadership. On average, certified learners reduce their carbon footprints by 5-15%, of which ~50% are work-related.</p>	2026	2.5 - 7.5%	Commuting & Homeworking Business Travel
2	<p>Implement a Sustainable Procurement Policy. Encourage suppliers to adopt sustainable practices and improve their own carbon footprint through supplier engagement, procurement policies and contracts, and monitoring reporting mechanisms.</p> <p>Commit to a Sustainability Audit or Survey to request further information regarding credentials – Plan to send these to the top 5 (or 10) suppliers by spend. This data collection will support reduction journey by gathering important data for future measurements & encourage supply chain integration towards Net Zero.</p> <p>Complete this audit within two phases:</p> <ol style="list-style-type: none"> 1. Identify suppliers for engagement 2. Formulate and collect data (survey/scoring) <p>Once completed prioritise suppliers with lower carbon footprints as part of the above phased approach. This may also involve purchasing second hand/refurbished (furniture, IT equipment) and extending the lifespan of purchased items.</p>	2024 - 2027	High	Purchased Goods & Services

	Develop and monitor procurement policy for all new suppliers to align to Net Zero goals.			
3	<p>Liaise with freelancers and consultants to support how they can commute/homework more sustainably.</p> <p>This policy would consist of exploring what feasible active travel and low emission travel options there are with each freelancers and consultants, as well as raising freelancer/consultant awareness of what a sustainable home looks like.</p> <p>For freelancer/consultant commuting, raise awareness of the emissions travel hierarchy:</p> <ul style="list-style-type: none"> - Walking and cycling - Public and shared transport - EV's and car sharing/clubs - ICE vehicles and car sharing/clubs <p>For freelancer/consultant homeworking, raise awareness of the importance of reducing home emissions, ranging from cost-saving initiatives such as:</p> <ul style="list-style-type: none"> - switching to a renewable electricity tariff - minimising gas use - minimising draughts <p>to larger investments (where economically feasible), such as:</p> <ul style="list-style-type: none"> - improving insulation - installing solar panels - replacing gas with electric alternatives <p>Consider creative ways to engage and support freelancers and consultants to influence them to commute and homework more sustainably.</p>	2024-2026	Medium	Purchased Goods & Services
4	Prioritise purchasing from local suppliers to limit delivery mileage.	2024 – 2027	Medium-high	Upstream Distribution

5	<p>Develop and implement a Sustainable Travel Policy to support environmental impact of choices when travelling, staying in hotels and commuting. The priorities within this policy will support active travel and low emission travel options where appropriate.</p> <p>Monitor and consider alternatives to air-based travel, and commit to offering support to workforce with options for active and low-carbon travel schemes, such as the bike to work scheme, EV salary sacrifice scheme, season ticket loans, and car sharing opportunities.</p> <p>Utilise the emissions travel hierarchy:</p> <ul style="list-style-type: none"> - Digital communication - Walking and cycling - Public and shared transport - EV's and car sharing/clubs - Petrol/diesel vehicles and car sharing/clubs - Air travel <p>Consider creative ways to engage and support the workforce to influence change. Examples include setting an internal organisation carbon credit scheme (limit that to a number of tCO₂e per year), extra holiday days for low emission travel choice, bonuses, subsidised travel, equal mileage payments for diesel/petrol/EVs/cycling.</p>	2026	Medium-high	Business Travel Commuting
6	<p>Ask the landlord to consider low-cost options such as reducing the boiler temperature and adding heat & solar control reflective window sheets.</p> <p>When we next move office, move to a premises with sustainable heating (eg with provision for fully electric heating), for 100% reduction in upstream leased asset (gas) emissions, and no stationary combustion emissions.</p>	2024-2026	Low	Upstream Leased Assets (gas)

7	Encourage the landlord/management company at the office to procure a 100% renewable electricity tariff. This change will reduce market-based emissions (from original tariff) from the office to 0 tCO ₂ e.	2024-2025	100% (market-based)	Upstream Leased Assets (electricity)
8	<p>Apportioned site electricity emissions (National Grid energy mix) are 16.5 tCO₂e, so there is an opportunity to reduce real-world energy use (even though this may not be directly visible from future apportioned electricity usage figures).</p> <p>We will implement behaviour change initiatives within the workplace for reduction of emissions, including clear messaging for turning off lights, monitors, computers, and other electrical appliances where appropriate. We will assign roles and responsibilities to Green Team members.</p> <p>High-level monitoring of energy use is key to understanding further pinch points.</p>	2024-2025	Low (location-based)	Upstream Leased Assets (electricity)
9	<p>Implement (or work with the landlord to implement) energy efficiency measures to reduce the overall amount of electricity consumed at sites, and optimise operational procedures.</p> <p>Examples of reduction measures include:</p> <ul style="list-style-type: none"> - upgrading lighting and introducing sensor lighting, and aligning sensor times to usage patterns (eg 3 minutes for corridors, 20 minutes for working spaces) - installing timers on sockets/equipment to automatically turn appliances off during non-working hours - reviewing and renewing inefficient equipment (when at end of life), and actively consider the energy efficiency of equipment when new purchases are required (eg laptops, fridges, dishwashers) 	2025-2026	Medium (location-based)	Upstream Leased Assets (electricity)

10	We are committed to supporting our Giants and reducing their impact on the planet via their commute to the office. We will be researching the feasibility of introducing a cycle to work scheme for employees.	2026	Low	Commuting
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Based upon the above completed and planned initiatives, our Scope 3 decarbonisation initiatives will keep us in line with our Net Zero targets.

Declaration and Sign Off

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.

This Carbon Management Plan has been reviewed and approved by Sleeping Giant Media Executive Team.

Signed on behalf of Sleeping Giant Media:



Name: Luke Quilter

Position: CEO

Date: 13/10/2025

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

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