



Carbon Reduction Plan for Advertising Standards Authority

Published date: January 2024

Our Goals.

Advertising Standards Authority is aiming towards achieving Net Zero emissions by 2030.

What does 'Net Zero emissions' mean?

Current Science-Based Target initiative (SBTi) guidance states that to reach Net Zero, most organisations will need to reduce emissions by at least 90% from their baseline year and neutralise any residual emissions. The SBTi recommends that targets are reviewed every 5 years or with the release of any new guidance for the sector so the reduction required to meet Net Zero may change.

Which emissions are covered by our target?

The SBTi specifies that all scope 1, scope 2 and scope 3 emissions must be covered by a Net Zero target for it to be science-based. Our target applies to all of these emissions.

Which activities are included in each scope?

- 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 and Current 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 set our baseline year as 1st January 2022 – 31st December 2022. We have previously also measured the 2019 and 2020 periods, but the data and methods used cannot be verified and we do not believe them to be an accurate picture of baseline emissions.

Current Reporting Year: 2022	
All scope 1, 2 and both upstream and downstream scope 3 emissions have been measured using the operational control approach. Office utilities have been categorised as scope 3 as they are not directly purchased by ASA, nor are ASA metered separately from other tenants.	
EMISSIONS	TOTAL (tonnes CO ₂ e)
Scope 1	0
Scope 2*	Market-based: 0 Location-based: 0
Scope 3	360.9
Total Emissions*	Market-based: 360.9 Location-based: 360.9

**Location-based results reflect the average emissions intensity of grid electricity whilst market-based results reflect 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

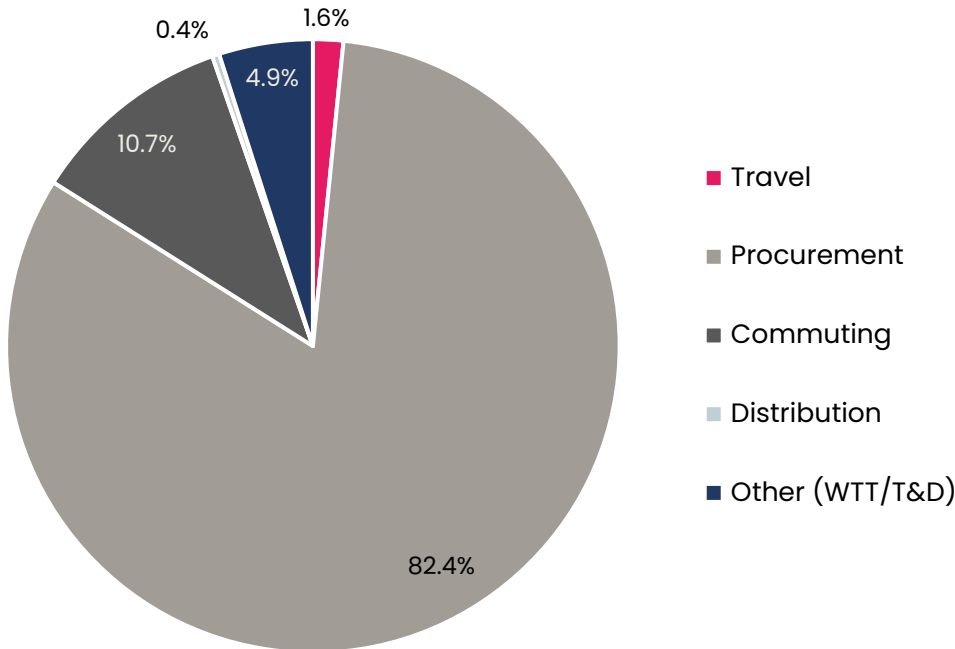
Baseline year: 2022	CARBON INTENSITY METRIC (tonnes CO ₂ e / unit)
Employees (FTE)	3.5
Turnover (£ m)	39.2

Based on an FTE of 104.07 and a turnover of £9.2 million compared with market-based emissions for the reporting period.

Carbon Emissions Breakdown

In 2022, procurement contributed 82.4% of total emissions to our footprint, commuting contributed 10.7% and other (WTT/T&D) contributed 4.9%. We will focus our reduction actions over the next year on these areas; other (WTT/T&D)* emissions are a result of direct and indirect energy consumption and so will be reduced by action taken to reduce emissions in other categories.

Emissions by Category 2022



*WTT: Well-to-Tank emissions, T&D: Transportation and Distribution

Carbon Reduction.

Our Net Zero target

Current Science-Based Target initiative (SBTi) guidance states that to reach Net Zero, most organisations will need to reduce emissions by at least 90% from their baseline year and neutralise any residual emissions.

Progress

We cannot report any progress as our most recent reporting period is also our baseline.

Ongoing or Implemented Carbon Reduction Initiatives

The following emissions management measures and projects have been implemented to kickstart our carbon reduction plan:

Activity	Start Year	Scope
Commit to measuring carbon emissions year-on-year and using results to develop a carbon reduction plan for each subsequent year.	2019	1, 2, 3
Begin to collect and store supplier sustainability statements to inform future procurement decisions.	2023	3
Begin to partner with suppliers to consolidate orders into larger quantities, minimising the frequency of deliveries and reducing our overall transportation footprint.	2023	3
Implement initiatives (such as Cough to Carbon Zero) that contribute to embedding sustainability into the company culture to encourage employees to make sustainable choices in their work decisions, business travel, and commuting.	2023	3

<p>Digitalise the majority of our paperwork in the archive to reduce emissions from the procurement of paper, transportation and storage of documentation and end-of-life disposal.</p>	<p>2023</p>	<p>3</p>
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Future Carbon Reduction Plans

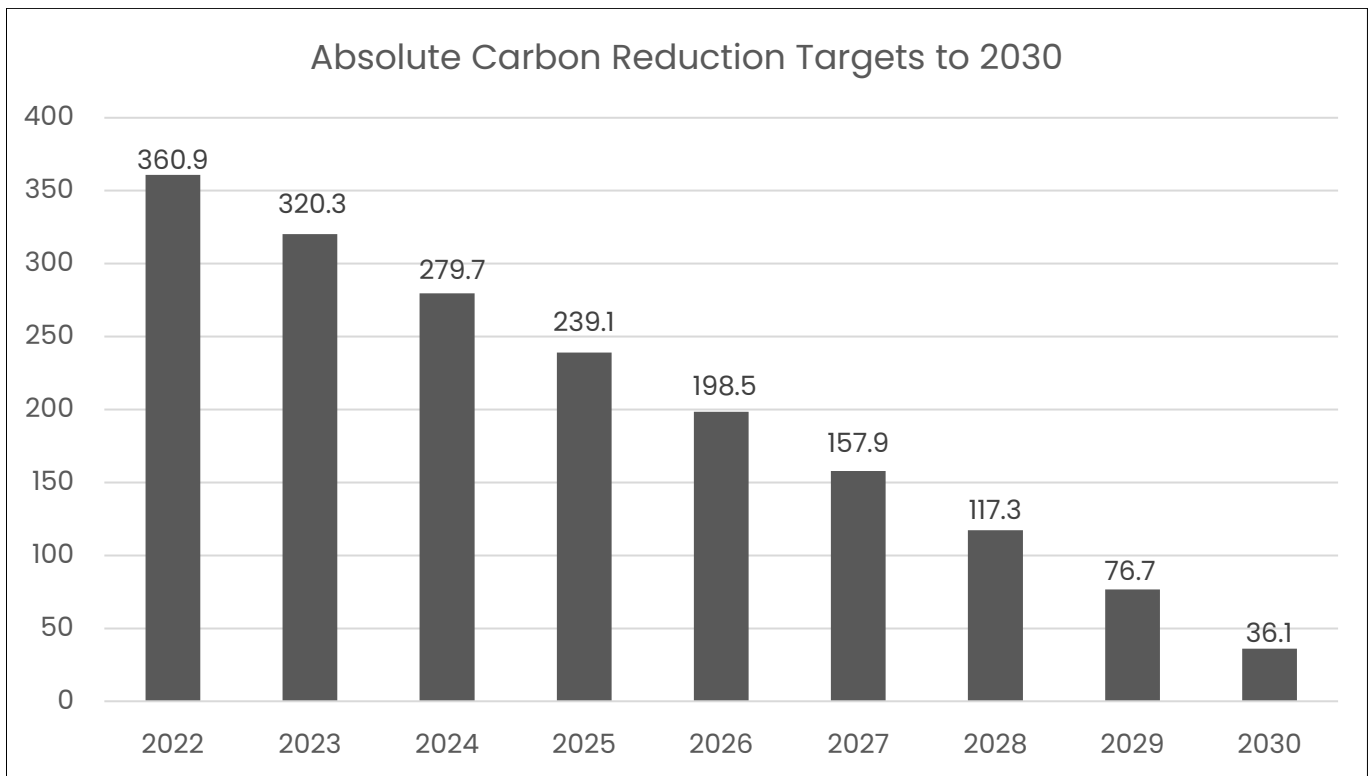
To reduce our carbon emissions and progress towards Net Zero, we will have identified three priorities for the year ahead.

Priority	Scope/Category
<p>Sustainable Procurement – Transition to sustainable procurement practises by prioritising suppliers who align with our Net Zero targets. This will help us to identify future priorities and improve the reliability of our footprint as supplier emissions data becomes available.</p>	<p>Goods and Services, Capital Goods</p>
<p>Renewable Energy Procurement - Engage with our current landlord to encourage the adoption of a renewable energy tariff for the premises and uphold the same requirements for any new office space.</p>	<p>Goods and Services, Capital Goods</p>
<p>Ongoing staff engagement and raising organisational awareness.</p>	<p>All scopes and categories</p>

Carbon Reduction Targets:

To reach Net Zero by 2030, we are aiming to reduce emissions by 34 tCO₂e each year.

In recognition of the challenging yet ambitious goal, we will proactively explore additional initiatives in 2024, one of which is the implementation of sustainability KPIs for the business. The introduction of sustainability KPIs will be carefully considered in conjunction with business priorities, budgetary constraints, resource availability, and ongoing ASA projects.



By adopting a proactive approach and implementing effective measures, we are confident in our ability to achieve our Net Zero target and contribute to a more sustainable future.

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 use the appropriate Government emission conversion factors for greenhouse gas company reporting².

This Carbon Management Plan has been reviewed and approved by the Advertising Standards Authority Senior Management Team.

Signed on behalf of the Advertising Standards Authority:



Name: Judith Rowland-Hill

Position: Director of Corporate Services

Date: 15/2/24

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

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