

Advertising Standards Authority Net Zero Roadmap 2023



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Foreword

In 2023, we partnered with Positive Planet to measure our carbon footprint. This carbon footprint measurement has helped us gain valuable insight into our emissions hotspots and allowed us to prioritise actions for the year ahead.

We measured our full scope 1, 2 and 3 footprint against GHG Protocol methodology and will be using these results as a baseline from which to measure progress. We collected data for various business activities such as office utilities, procurement, employee commuting and homeworking and business travel, and submitted this to Positive Planet for review and measurement.

As well as measuring our impact, we have also committed to some Science Based Targets (SBTs) and are aiming towards achieving Net Zero by 2030. We have outlined priorities for the year ahead and have already started work by taking part in Couch to Carbon Zero's 10-day Sprint and beginning the process of digitalising our forms and archives.

In this document, you can find our full carbon footprint measurement results and methodology, our carbon reduction plan and our targets.

In their most recent report, the Intergovernmental Panel on Climate Change (IPCC) concluded that human activities have increased global surface temperatures by 1.1°C above 1850-1990 levels (IPCC, 2023). This increase in temperature is already having adverse effects in regions across the globe, disproportionately affecting vulnerable communities that have historically contributed the least to global greenhouse gas emissions. These adverse effects are responsible for the displacement of communities, water and food scarcity, negative human health impacts and damage to ecosystems.

As an organisation, we have a responsibility to reduce our emissions and are committed to taking steps towards a sustainable future.

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Why We're Taking Action

Why We're Taking Action

"I'm proud of the huge amount of work we do to provide advice and training to businesses to help them 'greenspeak with confidence', as well as our globally-leading role in regulating misleading and otherwise irresponsible green claims in ads.

It's vital that businesses advertise their more sustainable products and initiatives. Without that, how can we be informed about the more sustainable choices we know we need to make if the UK is to hit its challenging CO2e reduction targets?

But green claims must be trustworthy. And we too must keep our own house in order. We must apply the same diligence we bring to our regulation to our own activities.

This Net Zero Roadmap explains how we will do that. I hope it inspires you to make the changes we all need to make to reduce our emissions and so do our bit."

Guy Parker | CEO



The Advertising Standards Authority (ASA) is the UK's independent advertising regulator. The ASA makes sure ads across UK media stick to the advertising rules (the Advertising Codes).

Risks & Opportunities

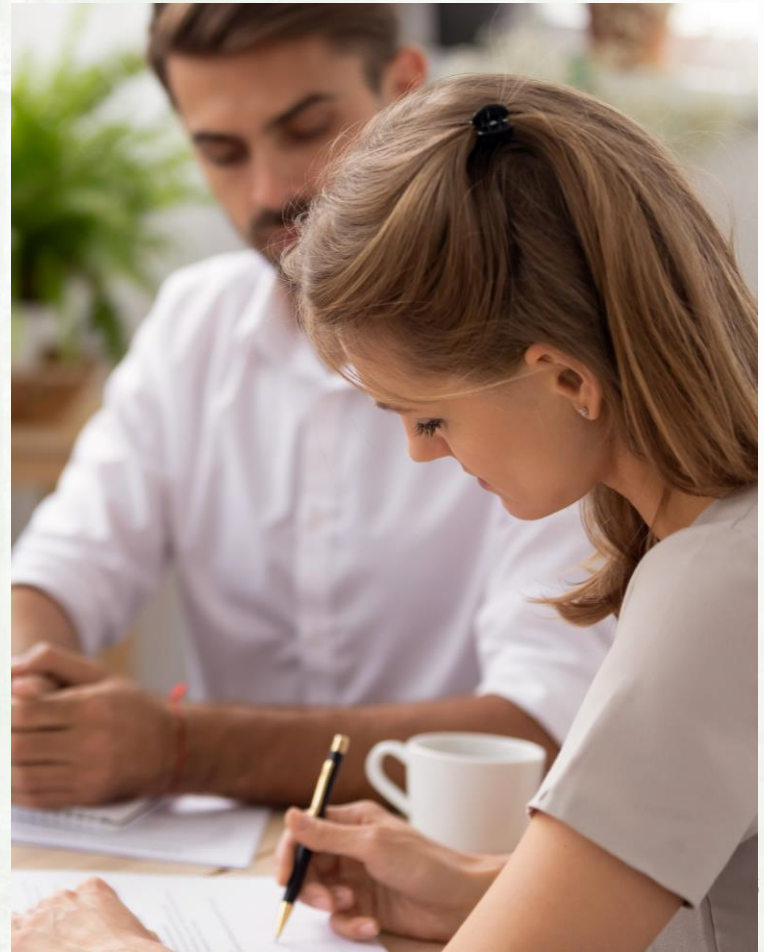
Embracing sustainable practices isn't just a response to warnings of the worsening state of our climate. Many actions that are required to reduce emissions are expected to have a positive impact on other areas of our business. It is also important for the success of our business that we consider the challenges that we may face to sustain stakeholder confidence in our business.

Opportunities

- Attract and retain talent and customers
- Attract investment
- Decrease insurance costs
- Optimise efficiencies and therefore reduce costs
- Increased resilience to change
- Enhance and deliver our brand

Risks

- Supply chain disruption
- Staff health issues
- Rapidly changing regulations
- Increased insurance costs
- Increased heating and cooling costs
- Reputational risks





Our Carbon Footprint

How we measure our footprint

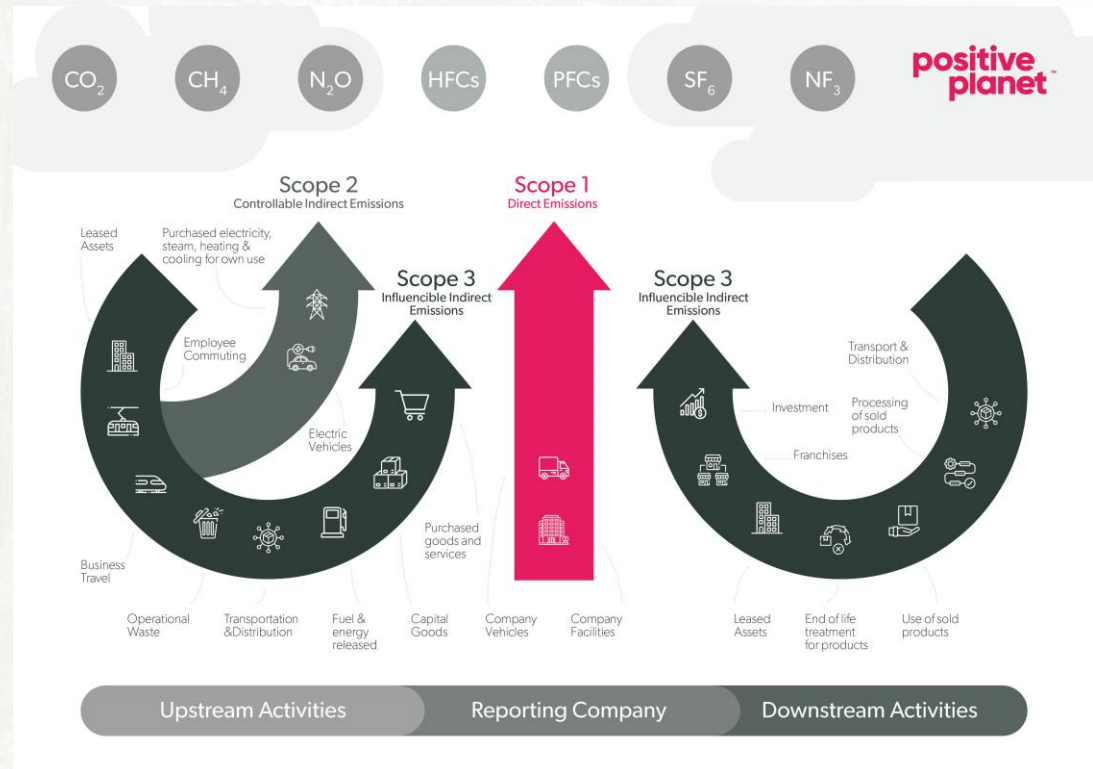
In devising a carbon reduction plan with the goal of achieving net zero it is critical that we first understand where our emissions come from. To support this, we have partnered with Positive Planet to measure our emissions.

How our carbon footprint is calculated

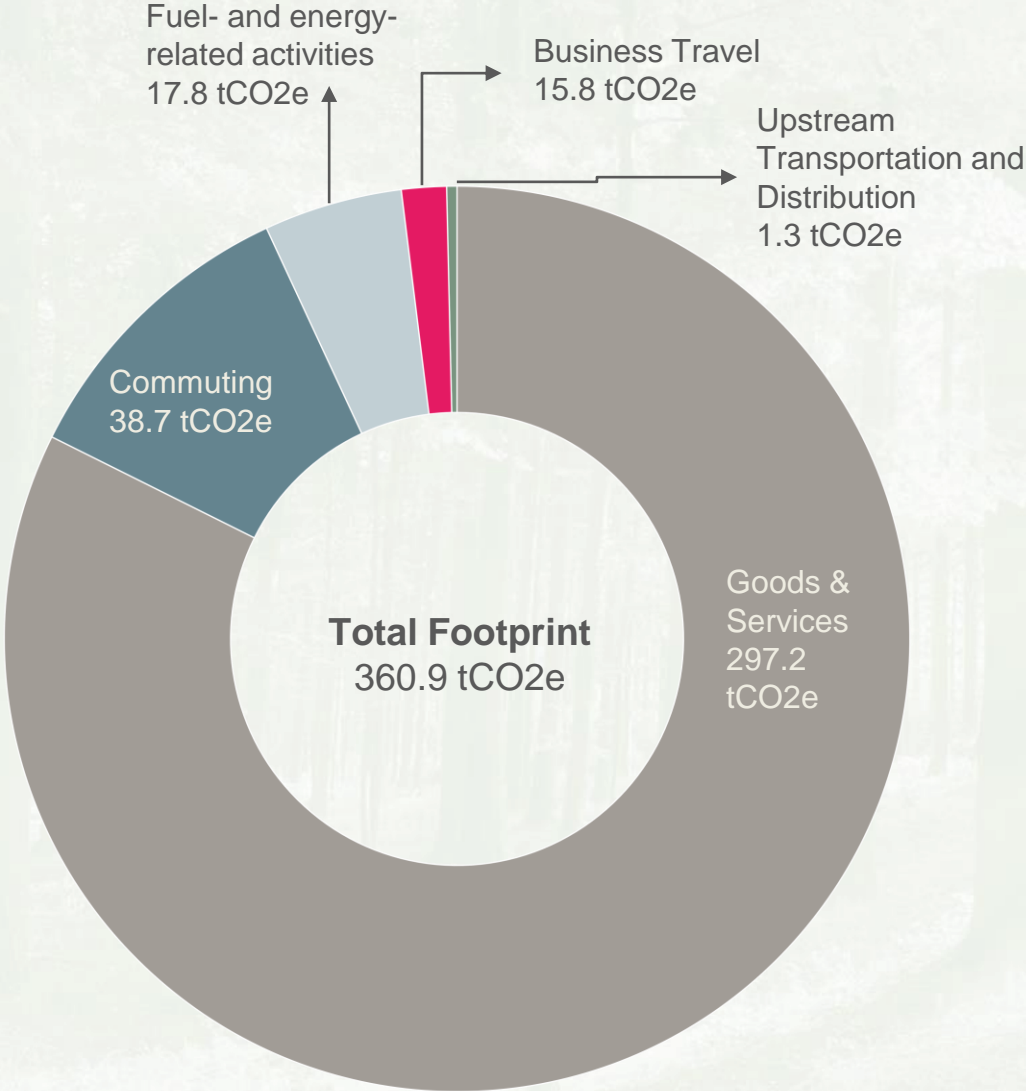
Our carbon footprint has been measured using principles from The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard

Six Greenhouse Gases are calculated as part of this emissions report, known as the six Kyoto Protocol GHGs. For the purposes of emissions reporting, these gases are simplified and measured in the units of tonnes of carbon dioxide equivalent (tCO₂e).

We sorted all of our business activities into the scopes and categories outlined by The GHG Protocol. We had no emissions to report under scope 1, scope 2 or downstream scope 3. Our business activities could be categorised under the following upstream scope 3 categories: goods and services, fuel- and energy-related activities, upstream transportation and distribution, business travel and commuting.



Our Baseline Emissions



Reporting Period

1st January 2022 – 31st December 2022

Emissions Breakdown

Scope 1 – 0 tCO2e

Scope 2 – 0 tCO2e

Scope 3 – 360.9 tCO2e

Highest Emitting Activities

- Procurement of goods and services
- Office utilities
- Employee commuting and homeworking

Carbon Intensity (FTE)

3.5 tCO2e/FTE

Carbon Intensity (Turnover £)

39.2 tCO2e/£m

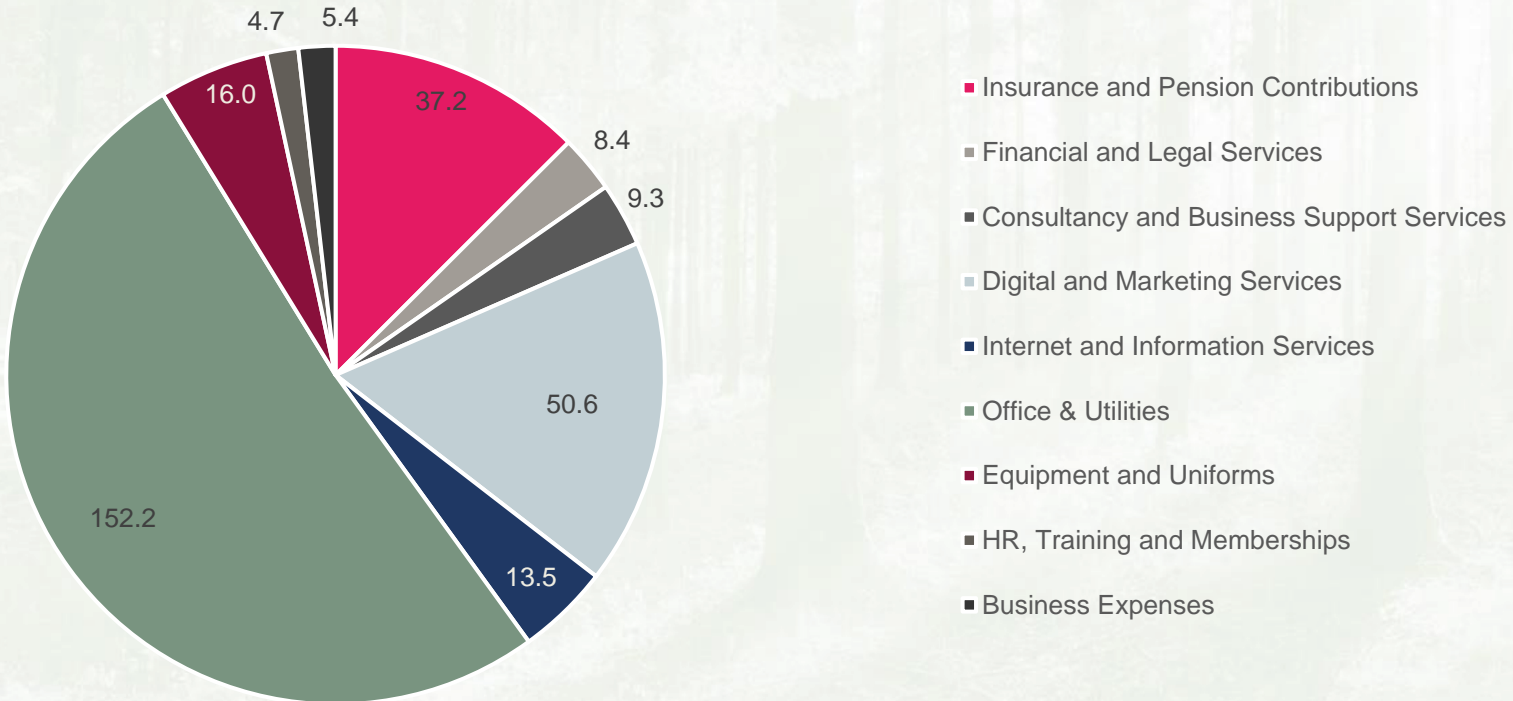


Emissions Breakdown

Emissions Breakdown

Goods & Services

The goods and services category includes the cradle-to-gate emissions of all goods and services purchased by us within the reporting year that cannot be categorised elsewhere in the footprint (e.g. travel services would be categorised under Business Travel instead), total emissions were estimated to be **297.2 tCO₂e**. You can see from the graph below that the majority of our goods and services emissions were a result of our office and utilities services. As we do not manage our utilities and have little control over the contracts, we are categorising them here as a service purchased from our Facilities Manager. Digital and marketing services and insurance and pension contributions also contributed a fairly significant portion of emissions.



Emissions Breakdown

Commuting

Commuting and homeworking emissions came to a total of **38.7 tCO₂e**. 19.9 tCO₂e of these emissions were a result of employee commuting (non-reimbursed travel to and from the office) and 18.8 tCO₂e from homeworking (which was calculated using government-published average hourly gas and electricity usage scaled by the number of homeworking hours).

The majority of employees commute to work via train, as only 0.06 kg of CO₂e is produced per mile of train travel, total emissions for train travel came to 14.1 tCO₂e. There were 5,958 miles travelled in combustion engine cars, resulting in 1.6 tCO₂e, this same distance via train would come to only 0.34 tCO₂e.

Mode	kg CO ₂ e per mile	Miles Travelled	Emissions (tCO ₂ e)
Cycling or Walking	0.00	31,320	0.0
London Underground	0.04	49,365	2.2
Tram	0.05	2,428	0.1
Train	0.06	246,416	14.1
Bus	0.16	11,948	1.9
Petrol Car	0.27	4,829	1.3
Diesel Car	0.27	1,128	0.3

Emissions Breakdown

Fuel-and Energy-Related Activities

This category includes all of the emissions that occur before the fuel reaches the tank (well-to-tank emissions) and the emissions associated with electricity that is lost in the transmission and distribution system (transmission and distribution losses, or T&D losses). In the other categories, we are accounting for emissions from the combustion of fuels and the generation of the electricity consumed, but here we are accounting for the emissions that occur before this point. In this measurement, we are including well-to-tank and T&D loss emissions for all direct and upstream indirect energy consumption activities (e.g. business travel). Emissions were estimated to be **17.8 tCO₂e** and will decrease as our energy use decreases and improvements are made upstream (e.g. to reduce T&D losses).

Business Travel

Total business travel emissions were estimated to be **15.8 tCO₂e**. Most of our business emissions were estimated using the spend-based method. This means that the results are not as accurate as parts of the footprint where we have used activity data (e.g. commuting) and highlights a need for improvements to data collection methods. The majority of our emissions came from stays in hotels, closely followed by rail transport and air transport.

Type of Transport	Emissions (tCO ₂ e)
Hotel Stays	2.95
Rail Transport	1.68
Air Transport	0.96
Land Transport	0.15
Other Costs*	0.02

*Parking and tolls

Upstream Transportation and Distribution

Upstream (paid for by us) transportation and distribution emissions were estimated as **1.3 tCO₂e**. These emissions were estimated using information regarding our spend on warehousing and courier services.



Our Net Zero Targets

What does Net Zero mean?

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 keep global temperature increases well below 2°C, and ideally below the 1.5°C agreed in the Paris Agreement, compared to pre-industrial temperatures. SBTs provide organisations with pathways to sustainable transformational change to accelerate the transition to a low-carbon economy.

Current guidance from the Science Based Targets Initiative (SBTi) states that for most businesses, this means a **total reduction in emissions across all scopes by 90%** by 2050 at the latest. Carbon removals should then be used to **neutralise the residual emissions**.

We will review our targets with the release of any new guidance from the SBTi.

What's the difference?

Net zero

When a business has reduced its Scope 1, 2 and 3 emissions by as much as possible, leaving only ‘residual’ emissions, which cannot be removed. Current guidance from the SBTi states that for most businesses, this means a total reduction in emissions across all scopes by ~90%. Carbon removals should then be used to neutralise the residual emissions.

Carbon neutral

A carbon-neutral business has committed to reducing emissions, and in the meantime balances its remaining emissions through carbon removal/offsetting schemes.

Zero emissions

When no carbon is produced directly from a particular activity, product or service (such as the running of an electric van or an electric cooker on electricity produced through solar power).

Our Net Zero targets

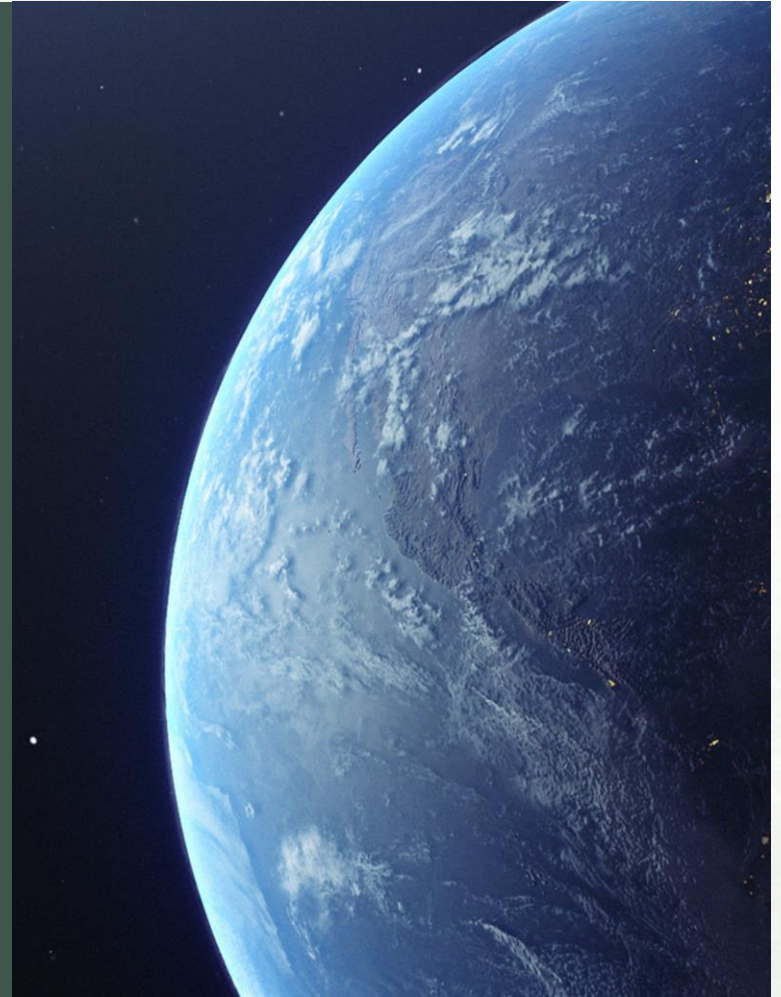
Advertising Standards Authority is aiming towards achieving **Net Zero by 2030**.

To reach this target, we will need to **reduce our carbon emissions by 41 tonnes of CO₂e each year**. This is 11% of our current footprint.

The above allows for residual emissions that are equal to 10% of the current footprint. We will neutralise any residual emissions using verified carbon offsets*.

We will review our targets with the release of any new guidance from the SBTi.

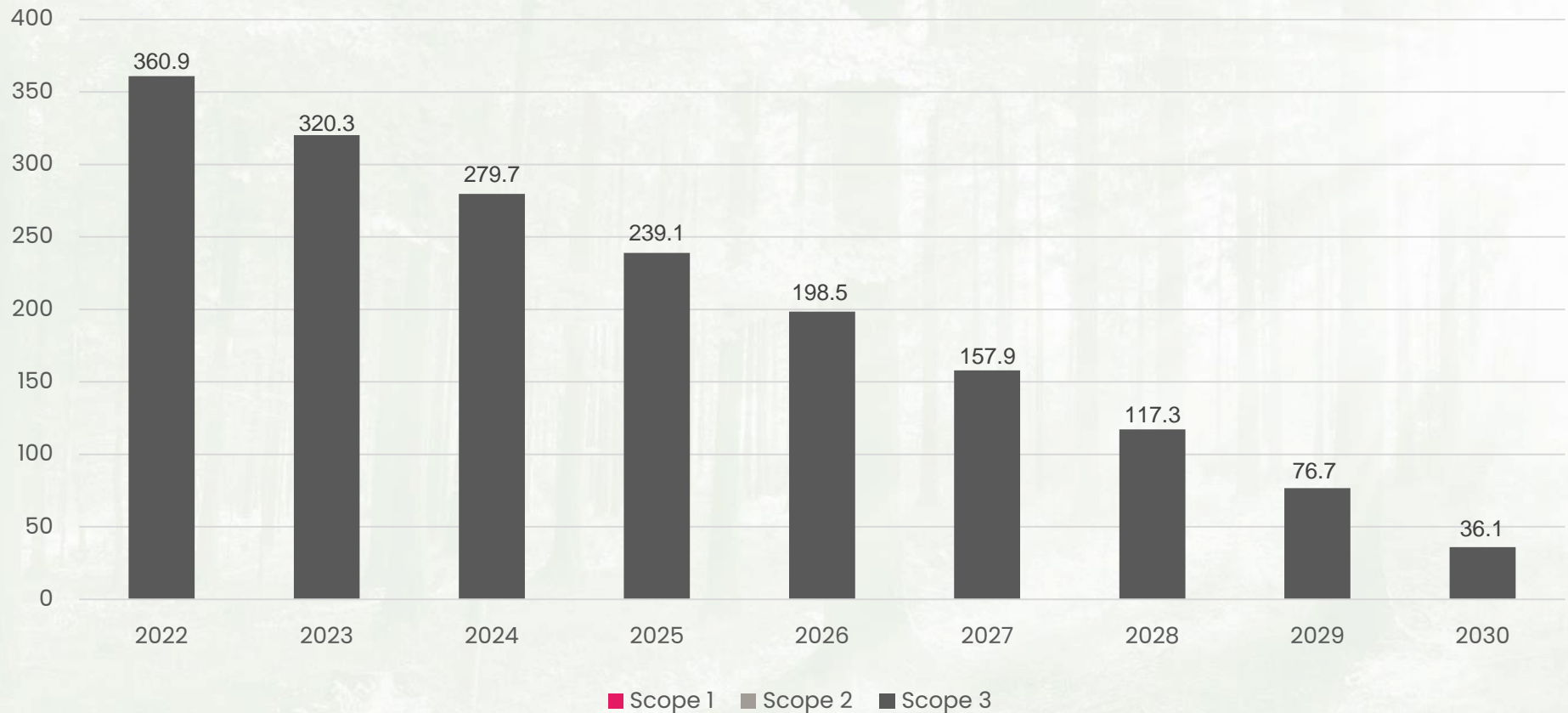
*Such offsets will comply with any Guidance or new regime that the UK Government supplies as part of its forthcoming consultation on carbon markets, a process that the ASA's Climate Change and Environment project is engaging with Government on in 2024.



Targeted annual reduction: Absolute Emissions

To align our reduction targets with current SBTi guidance, we are setting absolute carbon reduction targets. We are aiming to reduce absolute carbon emissions by 90% by 2030, which will require us to reduce emissions by around 41 tCO₂e each year (this is equal to 11% of the current/baseline footprint).

Absolute Carbon Reduction Targets to 2030





Our Priorities for the Year Ahead

Reducing Emissions from Procurement



Our **total goods and services emissions** were estimated to be at **297.2 tCO₂e**, which is 82% of the total footprint.

152.2 tonnes of these emissions are related to our office space, with the remaining 49% being split between various goods and services purchased by our organisation.

- Insurance and Pensions: 37.2 tCO₂e
- Digital and Marketing Services: 50.6 tCO₂e
- Equipment and Uniforms: 16.0 tCO₂e
- Internet and Information Systems: 13.5 tCO₂e
- Consultancy and Business Support Services: 9.3 tCO₂e
- Financial and Legal Services: 8.4 tCO₂e
- Business Expenses: 5.4 tCO₂e
- HR, Training and Memberships: 4.7 tCO₂e

The above figures were calculated using spend-based data and average spend-based emissions factors. This means that they do not represent the actual suppliers used by our organisation and cannot be considered accurate.

To tackle the issues associated with spend-based calculations, and to inform future reduction actions, we are looking to collect supplier-specific data (where available) and prioritise suppliers who align with our own targets.



Reducing office-related emissions

In 2022, **emissions associated with our office space came to 152.2 tCO₂e**, which is 42% of our total footprint and 51.2% of our goods and services emissions.

It was estimated that electricity usage came to 34.8 tCO₂e and gas usage came to 19.2 tCO₂e, with the remaining 64% of office-related emissions being based on our remaining spend (including rent and service charges).

In 2025 we will be moving office spaces which presents a great opportunity for us to reduce these emissions. We will be looking to move to an office space that supports our journey to Net Zero.

When looking for our next office space, we will evaluate options based on the following:

- EPC rating
- Heating source (Gas vs Electric)
- Renewable Energy Procurement
- Onsite Renewable Energy Generation

We will require our new building management to provide the data required for our carbon footprint measurement; including a proper breakdown of fees so that we do not double count between any utilities where activity data (e.g. kWh used) is also provided.

Ongoing Staff Engagement

We must embed sustainability into our company culture and ensure that carbon impacts are a forethought rather than an afterthought. All staff members must have the skills, knowledge and motivation to make this happen and we are therefore committed to engaging and supporting our teams, allowing them to make sustainable choices as part of their day-to-day roles and responsibilities.

We have already taken part in Couch to Carbon Zero's 10-day Sprint as an organisation and will look to organise more sustainability-focused activities for the wider team throughout the year.

Recent studies have shown that more and more employees are seeking opportunities within organisations that are committed to sustainability, and those that are, often boast higher staff satisfaction than those that do not. We therefore understand the importance of providing opportunities for our staff to engage in the carbon reduction process.





Reaching Net Zero

The start of our journey...

In 2023 we committed to measuring and reporting our business' carbon footprint with the support of Positive Planet.

Measuring our carbon footprint has allowed us to evaluate the contribution of emissions from each of our business activities and create a strategy to reduce their impacts.

The results concluded that, currently, the largest contributors of emissions to the overall footprint were office utilities, the procurement of goods and services, and employee commuting.

We will focus on these hotspots over the next year and reassess our priorities after each carbon footprint measurement.



What does Net Zero look like for us?

Office Utilities: Use of a fully electric office space that procures 100% renewable energy and/or generates renewable electricity onsite, with an effective waste removal strategy and use of Net Zero organisations for services such as cleaning.

Goods & Services: Goods and services purchased from suppliers that have reached (or are close to reaching) Net Zero.

Business Travel: Only forms of low-carbon transport used (e.g. electrified public transport) and use of low-carbon hotels.

Commuting & Homeworking: Improvements to public transport systems allow more employees to travel via public transport, and improvements to charging infrastructure as well as a decrease in electric vehicle prices allow those who live further away to reduce emissions whilst travelling via private vehicle. An increase in grid renewables has reduced the emissions associated with the emissions of at-home vehicle charging and homeworking, and a gradual phase-out of gas boilers further reduced homeworking emissions.

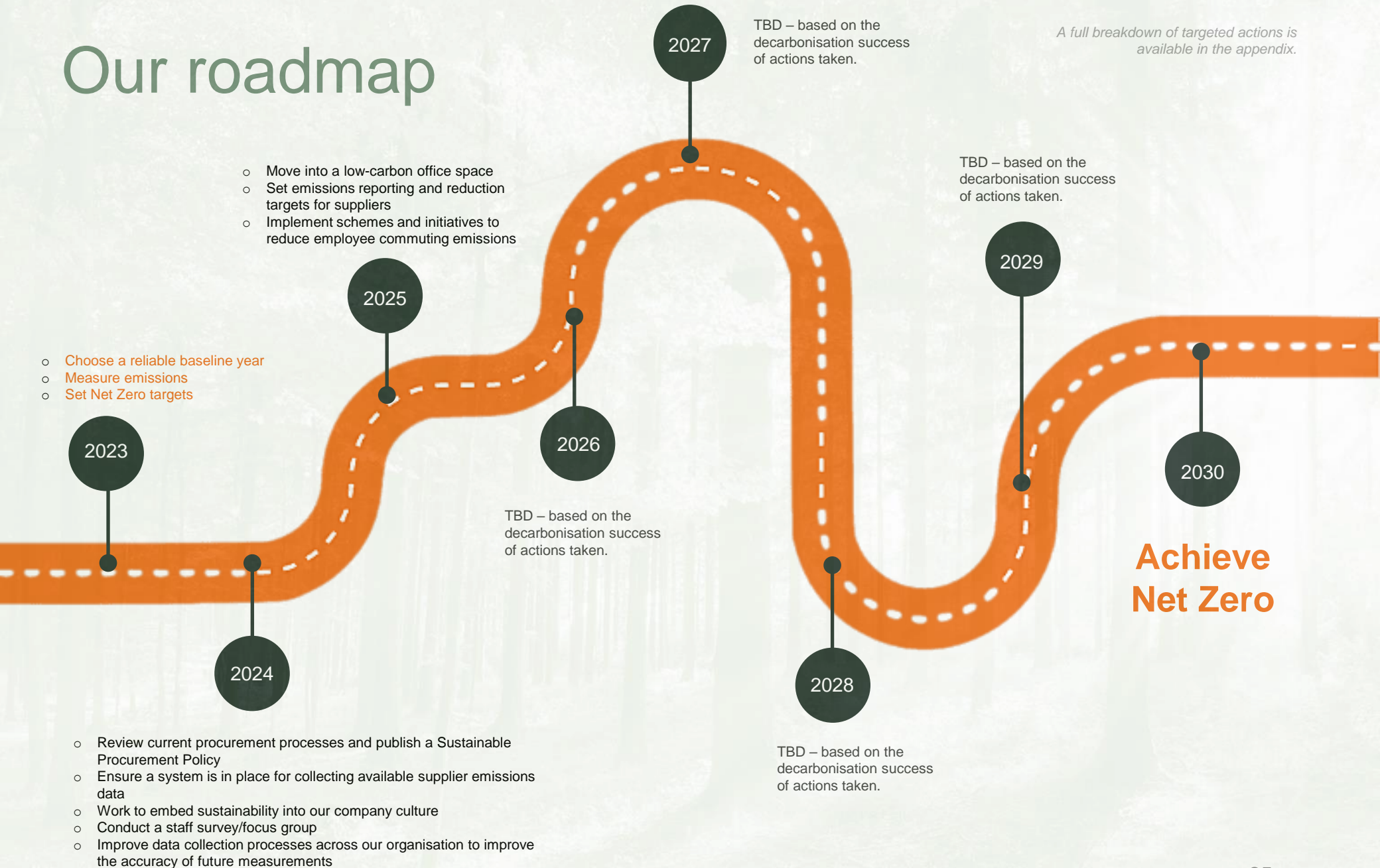
Upstream Transportation and Distribution: Use of Net Zero warehousing and courier service providers.

Reaching Net Zero will require collaboration between business and government. Governments will need to introduce policies that support climate action, equally pressure from businesses can stimulate government action.

Current SBTi guidance allows for up to 10% of baseline emissions to remain under the Net Zero definition. It is important to remember that some residual emissions are expected, so a full 100% reduction is not expected in all areas, unless possible.

Our roadmap

A full breakdown of targeted actions is available in the appendix.





Summary

We are proud of our progress to date and our ambitious decarbonisation targets as we aim to become Net Zero by 2030. Making a positive impact is part of our company culture and our roadmap provides feasible steps to help us protect our planet at pace. Engagement is an extremely vital piece of our climate puzzle, and we remain committed to engaging, educating, and inspiring change amongst our colleagues, suppliers, clients, and wider networks.

Whilst we reflect on our accomplishments to date, we look to the future and are excited by further opportunities to instigate change that will benefit our planet and people for generations to come.

in partnership with **positive
planet**