



Carbon Reduction Plan

Supplier name: Magenta Research Ltd.

Publication date: 07/11/23

Commitment to achieving Net Zero

Magenta is committed to achieving Net Zero emissions by 2026 alongside the [Net Zero Pledge](#) announced by the Market Research Society, the professional industry body.

Context

[Magenta Research Ltd.](#) is a small global market research agency committed to being carbon neutral. We currently have 7 employees who work from home across the UK. Majority of our research projects are done online using a full range of methodologies and approaches that best suit the project need. Occasionally, we conduct face-to-face research that wouldn't be possible remotely.

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.

Baseline Year: 1st September 2021- 31st August 2022	
Baseline year emissions: 1st September 2021- 31st August 2022	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	N/A (Magenta does not produce any direct emissions from owned or controlled sources). Magenta does not have any owned facilities and all employees work remotely across the UK.
Scope 2	N/A (Magenta does not produce any Indirect emissions from the generation of purchased electricity, heat or steam). Magenta does not have any owned facilities and all employees work remotely across the UK.
Scope 3	All other indirect estimated emissions:

(Included Sources)	<p>Purchased goods and services: 0.35</p> <p>Fuel- and energy related activities (not included in scope 1 or scope 2): 0.25</p> <p>Upstream transportation and distribution: 0.05</p> <p>Waste generated in operations: 0.08</p> <p>Business travel: 0.05</p> <p>Employee commuting: n/a. Magenta does not have any owned facilities and worksites and therefore does not produce any indirect emissions from employee commuting.</p> <p>Downstream transportation and distribution: n/a. Magenta does not sell any products and therefore does not produce any indirect emissions from downstream transportation and distribution.</p>
Total Emissions	0.78 tCO ₂ e based on 5 employees.

Current Emissions Reporting

<p>Reporting Year: 1st September 2022-31st August 2023</p> <p>This is our second year committed to fully understanding our carbon footprint.</p>	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	N/A (Magenta does not produce any direct emissions from owned or controlled sources). Magenta does not have any owned facilities and all employees work remotely across the UK.
Scope 2	N/A (Magenta does not produce any Indirect emissions from the generation of purchased electricity, heat or steam). Magenta does not have any owned facilities and all employees work remotely across the UK.
<p>Scope 3</p> <p>(Included Sources)</p>	<p>All other indirect estimated emissions:</p> <p>Purchased goods and services: 0.35</p> <p>Fuel- and energy related activities (not included in scope 1 or scope 2): 0.25</p> <p>Upstream transportation and distribution: 0.01</p> <p>Waste generated in operations: 0.03</p> <p>Business travel: 0.15</p> <p>Employee commuting: n/a. Magenta does not have any owned facilities and worksites and therefore does not produce any indirect emissions from employee commuting.</p>

	Downstream transportation and distribution: n/a. Magenta does not sell any products and therefore does not produce any indirect emissions from downstream transportation and distribution.
Total Emissions	0.69 tCO ₂ e based on 7 employees (In comparison average carbon footprint in a market research company is per person = 2.55 tCO₂e). This is a reduction from 0.78 in the previous year.

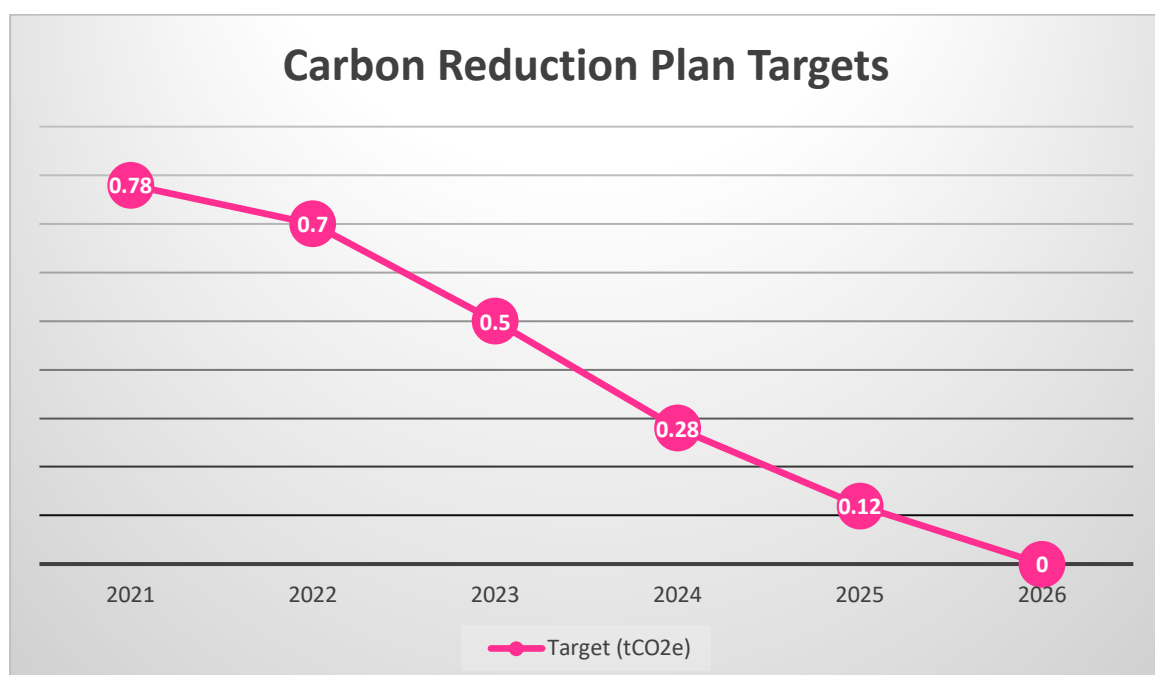
Emissions reduction targets

In order to continue our progress to achieving Net Zero, we will adopt the following carbon reduction targets for the next two years:

- Reduction of waste generated in operations to 0
- Upstream transportation and distribution to 0
- Reduction in Business travel to 0.03
- Reduction of purchased goods and services to 0.09
- Reduction in fuel and energy related activities reduced to 0

We project that carbon emissions will decrease over the next two years to 0.12 tCO₂e by 2025. This is a reduction of 82% in comparison to 2022. In addition to carbon reduction targets we are committed to continue our carbon offset project to compensate for the emissions that can't be fully reduced. At Magenta, this is achieved by using a search engine [Ecosia](#) organisation which donates 80% of its profits to non-profit organisations that focus on reforestation.

Projected progress against these targets can be seen in the graph below:



Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since 2016;

- Our employees work from home, avoiding unnecessary use of office space, electricity gas and water which accounts for [23% of all emissions across the market research in the UK](#). Working from home allows us to avoid commute and associated emissions.
- On regular basis we reduce the need for face-to-face research projects to minimum. Whenever possible, all projects are conducted online. When face to face project are conducted we can get to many fieldwork sites in the UK easily, limiting travel and thus carbon emissions. This is because our team is spread across the UK. In comparison, many of the research agencies in the UK and London centric.
- When travelling we only travel by sustainable means e.g. walk, bicycle, train, tube. All documentation is stored on offsite internal servers.
- Working from home model also reduces food waste, paper and office stationery use.
- We subcontract local freelancers for any international studies to limit air travel by Magenta employees. To put it in context air travel accounts for approx. [57% of all emissions in market research in the UK](#).
- We raise awareness about sustainability among our employees and involve them in efforts to reduce emissions by sharing tips on gas and electricity use, use of environmentally friendly providers, research tools and websites.

In the future we hope to implement further measures and aim to:

- Work with suppliers and brands who also have a Net-Zero target and can demonstrate steps towards achieving this.
- Be an advocate in the industry spreading awareness of our commitment; utilising our website, LinkedIn, Instagram, twitter, conferences and podcasts to spread awareness and tips on sustainability, climate change and environmental issues.
- Collaborate with clients on research project tackling environmental issues.
- All IT equipment adequately recycled as and when needed.
- Carbon offset projects compensating for emissions through reforestation and renewal energy initiatives.

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard 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 (or equivalent management body).

Signed on behalf of the Supplier:

Sarah Jenkins

Managing Director of Magenta Research Ltd.

Date: 07/11/2023

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>